



Graphic Arts
Smith
9

THE

INLAND PRINTER

15

THE LEADING TRADE JOURNAL OF THE WORLD
IN THE
PRINTING AND ALLIED INDUSTRIES

VOLUME XLVIII.

October, 1911, to March, 1912

SMITHSONIAN INSTITUTION
282882
U. S. NATIONAL MUSEUM.

CHICAGO, ILL., U. S. A.:
THE INLAND PRINTER COMPANY, PUBLISHERS

INDEX TO THE INLAND PRINTER

VOLUME XLVIII.

OCTOBER, 1911, TO MARCH, 1912.

A

PAGE

Accounting, Incompetent 845
Ad. Argument 746
Ad., The One-time 851
Advertisement, An Eloquent 83
Advertisements, The Typography of 71, 235
Advertisements, Type Consistency in 223
Advertising, A Study Course in 692, 853
Advertising, Relative Value of Forms of 123
American Trade Abroad 455
Anarchism (verse) 568
Apprentice Printers' Technical Club .. 75, 245, 393, 549, 714, 870
Apprentices, Value of Technical Course to ... 83
Ault & Wiborg Company to Open Branch at Atlanta 455
Australia, An Appreciation from 259

B

Baseball Tournament, Printers' 117
Bell, James A., Biographical Sketch of 266
Ben Franklin Club Convention, International, Call for 282
Ben Franklin Club of America Organized 429
Blotting-paper, What a Ton of It Will Do ... 395
Book, Ancient, A Leaf from an 541
Book Review:
 Ads. and Sales 608
 Book Review 451, 608
 Directory of Book Publishers 452
 Hints and Don'ts for Writers and Copy-readers 452
 Hints and Wrinkles 452
 Industrial Chemistry 451
 Monographs of the Book Trade 451
 Photographic Annual, The 451
 Photographic Annuals for 1912 608
 Photographic Flowers and Trees 451
 Pocket Medical Dictionary, A 451
 Practice of Journalism, The 451
 Sanford's Manual of Color 608
 Simplified Illustrating 451
 Specimens of Printing from France 608
 Text-book of Typography 608
 Year-book of the Plimpton Press 452
Bookbinding:
 Backs, Thin, Attaching Thick Art Covers to 95
 Bookbinding 95, 439, 593, 740, 904
 Box and Case Making 593, 740, 904
 Embossing Presses, Registering on 95
 Gather, Binding a Book Made Up to 96
 Pamphlet Binding 439
 Scoring, How to Treat a Cover That Is Too Thick for 95
 Stamping and Embossing 95
Bookbinding, Some Inconsistencies in 449
Books on Printing 282
Boss, The Candid 529
"Bulls," Typographical, A Chapter on 54
Business End of It, Knowing the 57
Business Notices:
 American Steel & Copper Plate Company .. 765
 American Type Founders Company 761, 763
 Auto Falcon & Waite Die Press Company. 288
 Automatic Press Feeder Company 615
 Barrett-Cravens Company 456
 Beckett Paper Company 763
 Binghams, Four Generations of 134
 Burrage, Robert R 456
 Burton's, A. G., Son 761
 Business Notices .. 131, 288, 456, 615, 757, 915
 Butler, J. W., Paper Company 289
 Challenge Machinery Company 132, 458
 Chambers Brothers Company 762
 Chandler & Price Company 288
 Chicago Lino-Tabler Company 757
 Cottrell, C. B., & Sons Co 615
 Cowan Truck Company 759
 Crocker-Wheeler Company 131, 765
 Denny, Hilborn & Rosenbach 617
 Dobler & Mudge 457

Business Notices — *Continued:* PAGE
 Duplex Printing Press Company 131
 Electrolytic Process Company 760
 Gatchel & Manning 133
 Hamilton Manufacturing Company 760
 Hansen, H. C., Type Foundry 762
 Hexagon Tool Company 133
 Hoe, R., & Co 758
 Jones, Samuel, & Co 765
 Keystone Type Foundry 290
 Kidder Press Company 132, 289, 616, 763
 King, A. B., Company 763
 Knowlton Bros. 763
 LaBoiteaux, C. L., Company 615
 Latham Machinery Company 617
 Master Builders Company 133
 Mergenthaler Linotype Company .. 133, 617, 765
 Miehle Printing Press & Manufacturing Company 457
 Miller Incline Truck Company 915
 Morgans & Wilcox Manufacturing Company 456
 New Era Press 133, 615, 760
 Ostrander-Seymour Company 615
 Peerless Electric Company 457
 Perkins, B. F., & Son 761
 Printers Equipment Company 617
 Riessner, T. 131
 Roberts, H. L., & Co 764
 Rouse, H. B., & Co 757
 Sabin Robbins Paper Company 615
 Seybold Machine Company 288
 Shniedewend, Paul, & Co 617
 Sleight Metallic Ink Company 288
 Swink Printing Press Company 288
 Tatum, Sam'l C., Company 762
 Thompson Neutralizer 764
 Thompson Type Machine Company 131, 289
 Transportation Utilities Company 288
 Triumph Electric Company 615
 Ullman, Sigmund, Company 915
 Union Card & Paper Company 615, 916
 Western States Envelope Company 916
 Wetter Numbering Machine Company 288

C

China, Routing Letters to 234
Chinese Printing Type 575
Color, Scientific, in Practical Printing 396
Color Surpasses Logic 253
Colored Inserts:
 In Harbor 224
 Landsberg am Lech 120
 On the Indiana Trail 393
 Vestibule, C. & N. W. Ry. Station 553
Columbus Trade School — Department of Printing 399
Compositors, Present-day, A Criticism of 240
Congress, The Business End of the 281
Congressional Record, Making the 837
Copy, Good, Pays 746
Correspondence:
 Apprentices, Teaching 389
 Correspondence 78, 238, 389, 553, 721
 Deaf Mute, In Behalf of the 553
 Deaf Printer, The 239, 722
 Devil, Our Responsibilities to the 553
 Newspaper Compositor, The 721
 Old Printer, A Plea for the 554
 Physically Handicapped in the Printing Trade, The 553
 Piece Work, On the Abolition of 78
 Progressive and Aggressive Printing 238
 Tribute, A 554
 Unfortunate Utterance, An 238
 Wages, Discrimination in 389, 553
Cost and Method:
 Advertising, Modern, for Printers 883
 Beat the Printer, Another Attempt to 748
 Cooperate, Printers Should 435
 Cost and Method 433, 577, 747, 881
 Cost System Belongs to the Business, The. 433
 Cost System's Defect, The 881
 Courtesy, Plain Business 883

Cost and Method — *Continued:* PAGE
 Customer, Educating and Cautioning the .. 579
 Cutting the Price 883
 Estimate, How to 747
 Estimating Contest at Cincinnati 579
 Getting Down to Nothing a Thousand 435
 Get-together, The Spirit of 577
 Hour Costs in a Country Office 577
 Job-printing Price-lists 577
 Money, Get the 747
 Money, "Real," Making 578
 North Carolina, Printers' Cost Congress of. 435
 Responsibility of the Employee, The 434
 Sells, What the Printer 882
 Settlements, Plan for Getting Prompt 435
 Spain, First National Congress of the Allied Printing Trades in 434
 State Printing 578
 Subscription Contests 579
 Too Busy 747
 Unbelievable, It Seems 881
 Weight Per Ream, to Determine 435
Cost Commission, Status of the 253
Cost Congress, Colorado, First 749
Cost Congress, Fourth, Will Be Held 282
Cost Congress, Ohio, First Annual 277
Cost Congress, Pacific Coast 750
Cost Gathering, Great Eastern 748
Cost System Does, What a 220
Costs, Printers', University to Teach 606
Country-newspaper Days, Recollecting 599
Country Paper, Remaking a 221
Country Publishers and the Things They Should Know 609
Crombie's Fish Story 96
Customer, Educating the Untaught 209

D

Davis Brothers' Printing Salesroom 673
"Devil" to Expert Printer, From 411
Did You Ever 458

E

Eastern Printers to Have Convention 436
Edison and the New Education 458
Edition, Making the 685
Editor, A Really Real 833
Editorial:
 Ad.-writing, The Printer and 691
 Ambitious Young Printer, An 226
 Association, A New National 228
 Ben Franklin Club of America, Enter The. 387
 Cooperation the Printer's Hope 851
 Cost Commission, American, The 850
 Cost Commission Muddle, The 227
 Country Printers, A Department for 645
 Country Towns, Good Printing from 228
 Editorial 65, 225, 385, 545, 689, 849
 Employing Printers' Consolidation Problems 66
 Hartman Gives Some Figures 386
 Leadership, Modern 69
 Los Angeles, The Lesson from 546
 Not Optimism but Facts 547
 Printer as a Citizen, The 226
 Printers of the Present Generation 689
 Proofreader, His Majesty the 545
 Railroad Strike in England, The 227
 Schools, Public, Printing Plants in 850
 Second-class Postal Rates 690
 Trade-union Officers, Selecting 546
 Twin Successes 387
 Wage Systems, About New 229
 Way You Look at It, The 546
Educational Movement, Development of 568
Efficiency, How to Obtain 860
Efficiency, Productive 889
Electricity, The Growth of 856
English, Pure, Versus Prig English 410
Engraver, Antiquity of the 699
Engraving and Lithographing Processes 446
Envelope, An Ingenious 695

F

PAGE
Fact, Getting Down to ... 243
Figures, The Legibility of ... 536
Fly Caused Error in Books ... 704
Folding, Addressing, Mailing and Routing at 10,000 an Hour ... 739
Foreign Graphic Circles, Incidents in ... 79, 231, 390, 555, 722, 879
Franklin Club, An International, Launched ... 110

G

Gages, Patent or Quads ... 592
Gasoline Bulletin ... 752
Gloss-emboss Printing Process, The ... 440
Gotham Employers Getting Together ... 614
Grahic Arts Year Book, The ... 444
Graveyard of Men's Hopes, A ... 729
Gutenberg and His Descendants ... 120
Gutenberg's Principal Productions ... 237

H

Had Large Ideas and Nerve ... 722
Honor of the Press, The ... 398

I

Illumination of Print-shops, Artificial ... 696, 857
Illustrations:
 Ambart Automatic Ruling-ink Fountain ... 456
 Artists' Department, Peninsular Engraving Company ... 586
 Back in Five Minutes ... 688
 "Behold the Man" ... 67
 Big Haul of Salmon ... 595
 Binghams, Four Generations of ... 135
 Bingham's, Sam'l, Son Manufacturing Company's Plant ... 136
 Castle of Veldesersee ... 613
 Chicks ... 587
 Christmas Spirit in the Print-shop, The ... 384
 Columbus Trade School Department of Printing ... 399
 Cost Commission, Retiring ... 102
 Cost Congress Group ... 103
 Detected ... 902
 Dexter Folder Company's Plant ... 129
 Down to the Spectral Bone ... 290
 Duplex Tubular Plate Press ... 131
 Engravers and Typefounders at Turin Exhibition ... 122
 Even the Plumber Has His Troubles ... 882
 February ... 891
 Fifth Annual Banquet, New York Printers' League ... 576
 Full House, A ... 268
 Fun Among the Artists ... 744, 745
 Good Distribution ... 884
 Gosling Guardian, A ... 899
 Happy New Year, A ... 585
 Here's Looking at You ... 903
 Hexagon Saw-planer ... 133
 Irony of the Ad ... 70
 Kidder Press ... 616
 Kidder Printing, Cutting and Creasing Press ... 132
 Lake of the Cypresses ... 548
 Largest Catch of the Season, The ... 402
 Multum in Parvo ... 230
 Nimrod ... 244
 Ohio Printers' Cost Congress Group ... 278
 On the Columbia River ... 551
 Pelican Rider ... 64
 Photoengraver's Dream, The ... 425
 'Prentice Pillar in Roslyn Chapel, The ... 423
 Pressmen's Homes ... 892, 893
 Printers' Homes ... 446, 447, 906
 Printers' Outing, A ... 442
 Relief Engraving in Copper ... 746
 Resolutions and Resolutionists, Some ... 544
 Routing Cutters, Antique ... 123
 Seining on the Columbia River ... 602, 613
 Shniedewend's Combined Lock-up and Register Device ... 617
 Sicilian Fisherman ... 560
 'Tain't Cold ... 742
 Tight Fit, A ... 269
 Tommy ... 388
 Typothetæ Convention Group ... 99
 Universal Peerless Perforator ... 761
 View of Florence from the Heights of Fiesole ... 588
 Waters Linotype Tabulator ... 757
Increased Efficiency Mania, The (verse) ... 287
Independence on a Hundred Dollars ... 681
Ink, Pills of ... 552
International Photoengravers' Union, Convention of ... 112
I. T. U. Convention, The ... 111
Investment, Interest on Your ... 539

J

Job Composition:
 Crocker, Frank L ... 241
 Frommader, Edward A ... 401
Job Composition — *Continued:* PAGE
 Gustafson, David B ... 865
 Job Composition ... 81, 241, 401, 561, 705, 865
 Ness, Albert K ... 561
 Stovel, Roland C ... 705
 Woodis, Winfred Arthur ... 81
Job Compositor, Sources of Inspiration to the ... 219
Just Don't (verse) ... 259

K

Kindly Mail Check (verse) ... 752
Kinks:
 Casting Up or Estimating Irregular Printing Areas ... 601
 Filing Articles and Advertisements ... 602
 Kinks ... 453, 601
 Locking Form ... 601
 Make-up, Trade-paper, Suggestions to Facilitate ... 601
 Perforating-rule, Steel, A Satisfactory Way of Using ... 602
 Stapling-machine, A Home-made ... 453
 Stock Cuts, Showing ... 453

L

Labor Law, Must Obey ... 441
Linotype Operator of the Future, The ... 704
Linotype Operator's Assignment While Waiting for Copy, The ... 717
Lynch, President, An Apology to ... 253

M

McFarland, J. Horace ... 436
Machine Composition:
 Adjustments, Various ... 271
 Appreciates Advice Given ... 92
 Changing Machine, Trouble After ... 415
 Distributor Lift, Adjustment of ... 737
 Friction Clutch ... 569
 Hair-lines ... 569
 Hair-lines, One Cause of ... 896
 Keyboard and Keyrods ... 571
 Keyboard Cams, Oiling ... 738
 Linotype Metal ... 895
 Machine Composition ... 93, 270, 414, 569, 737, 895
 Magazine Entrance, To Repair a Broken Partition in ... 896
 Matrices and Spacebands, Transpositions of ... 570
 Matrices Become Foul ... 895
 Matrices, Damage of Distributing Teeth of ... 738
 Matrices, Damaged ... 414
 Matrices Stick in Magazine ... 415
 Matrix Damaged by Distributor Screw ... 92
 Melting Linotype Metal ... 270
 Metal, Combination ... 737
 Mold, To Prevent Metal Adhering to ... 414
 Mold-disk, Movements of ... 270
 Mold-liner, Damage to a ... 93
 Old Machine, Running an ... 92
 Operator, Kansas, Troubles of a ... 569
 Patents ... 94, 271, 416, 571, 739, 896
 Plunger, Cleaning ... 737
 Pot Governor on Machine, No ... 93
 Pot Lock-up, To Test ... 569
 Repairing a Square-base Model Linotype ... 896
 Rubber Rolls, Changing ... 738
 Slug, Matrix Damages ... 414
 Slugs, Accuracy of ... 270
 Slugs, Bad Face on ... 737
 Slugs Do Not Show a Good Face ... 895
 Slugs, Imperfect ... 570
 Slugs, Type-high ... 570
 Spacebands Twisting, Remedy for ... 414
 Squirts on End of Long Lines, Cause of ... 94
 Temperature, Uneven ... 415
 Thompson Typecasters, Mergenthaler Company Sells ... 270
 Tight, When Is a Line Too ... 895
Man and the Field, The ... 120, 287, 444, 600, 732, 899
Management, Scientific, Applied to the Printing Business ... 373
Manuscripts of Skin and Bone ... 377
Manuscripts, The Business of Selling ... 91
Matrix Paper, Reproducing Indian Inscriptions with ... 864
Meetings ... 907
Message to Garcia, The Other Side of the ... 736
Middleton, Clinton A ... 869
Monarchical Spirit, The ... 215
Monon Route's Commemorative Business Literature ... 395
Morris, Eugene, Chairman of the Central Freight Association ... 416
Motor Wagons, Pointers on Buying ... 758

N

Nelson's, Robert W., Sixtieth Birthday, In Honor of ... 257
New York Master Printers' Association, The ... 436
New York Printers' League ... 575
New Zealand, To Make Paper in? ... 133
PAGE
Newspaper Romance, A ... 256
Newspaper Work:
 Ad. Criticisms ... 419
 Ad. Criticisms, Inland Printer, Using ... 113
 Ad. Display, Good ... 114, 249, 582, 728, 887
 Ad.-setting Contest No. 32 ... 113, 249
 Ad.-setting Contest No. 32, Result of ... 417
 Ad.-setting Contest No. 33 ... 580, 726, 885
 Advertising, A Circular Which Got the ... 419
 Advertising, Arguments for ... 113
 Advertising Rate-card ... 886
 Advertising Rate-card for a Daily ... 581
 Advertising Rate-card for a Weekly ... 581
 Air-ship Newspaper Edition, An ... 420
 Brooklyn *Eagle*, Seventieth Anniversary of the ... 421
 Christmas Issues ... 726
 Circulation of 4,000 in a Town of 4,281 ... 582
 Correspondents, Post-card Showers for ... 116
 Country Newspaper, Ideal Home of a ... 727
 County, Publishing the News of the ... 888
 Courier, Jacksonville, Illinois, Discontinues Weekly Edition ... 420
 Dry, Wet, and Then Wet and Dry Together ... 116
 First Page That Is Full of News ... 728
 First Page, Well-balanced ... 581
 Foley (Ala.) *Onlooker* Has New Building ... 420
 Franklin (Pa.) *Evening News*, New Home for the ... 114
 Greenville *Reflector*, Pictorial Edition of the ... 727
 Greenwood (S. C.) *Index* "Not a Special Edition" ... 249
 Helena (Mont.) *Staats-Zeitung* Twenty-fifth Jubilee Number ... 249
 Home Paper, How to Afford the ... 116
 Hungarian Paper Twenty Years Old ... 728
 Janesville (Wis.) *Gazette* Fall Fashion Number ... 249
 Letter-head, Unique ... 421
 Manila Paper, Yearly Review Number of a ... 582
 "Maternal" or "Material," Which Did He Mean? ... 114
 Mattoon (Wis.) *Times*, Improving the ... 419
 "My Dad and His Birthday" ... 420
 Newsboys, Novel Banquet Given to ... 114
 Newspaper Criticisms ... 116, 422, 584, 729, 888
 Newspaper Office, One-story ... 888
 Newspaper Work ... 113, 249, 417, 580, 726, 885
 Norfolk, Important Consolidation in ... 728
 Pennsylvania Daily, New ... 581
 Photograph to Prospective Subscribers, Sent His ... 888
 Pope Honors Editor ... 116
 Price, J. V., in a New Location ... 727
 Publisher with the Right Idea, A ... 885
 Rate-card for a Daily ... 250
 Rate-card, Unusual Request for ... 726
 Special Issues ... 421
 Special Numbers ... 115
 Spelling-match, Publisher Offers Prize in ... 115
 Subscription Contest, Successful ... 581
 Subscription List, Clearing Up an Old ... 251
 Subscription Rates, Good Reasons for Increasing ... 581
 Tasmanian Annual, Excellent ... 727
 Thirty Years, The Story of ... 582
 Thomas (Okla.) *Tribune* Ninth Anniversary Number ... 249
Nonprinter, As Seen by a ... 455

O

Obituary:
 Adams, Ephraim ... 454
 Andrews, Stephen Hill ... 127
 Barns, Thomas ... 127
 Campbell, James G ... 607
 Chandler, Harrison T ... 751
 Cothran, Capt. John Franklin ... 751
 Curtis, William E ... 283
 Dunbar, Dixie D ... 283
 Faison, William E ... 283
 Filler, Col. John H ... 751
 Francis, Charles Spencer ... 607
 Garfield, James F. D ... 752
 Gillespie, Richard H ... 127
 Gilroy, Thomas F ... 607
 Gray, Capt. Thomas J ... 283
 Hagan, Frank ... 127
 Hinds, Capt. Warren L ... 454
 Howard, John Walter ... 127
 Jones, Fernando ... 455
 Langley, Cyrus B ... 607
 Ligon, W. H ... 283
 McCanany, Michael ... 607
 McLaughlin, Andrew H ... 283
 Pulitzer, Joseph ... 454
 Reid, David ... 752
 Ripley, Thomas W ... 911
 Rowley, Albert F ... 911
 Russell, William Clark ... 428
 Whaples, Edward S ... 283
 Williamson, Robert A ... 127
 Woodward, Edgar B ... 752

P

Paper (verse) ... 543
Paper and Type Chinese Inventions ... 432

PAGE

Paper Comb Is Here..... 736
Phonetics, Progress in..... 725
Photoengravers, Central and Western, Cost Conference of..... 427
Photoengravers', Southern, Convention..... 282
Polk County *Enterprise* Well Named, The... 424
Portraits:
Adams, Ephraim..... 454
Bell, James A..... 266
Berkes, J. F..... 430
Carty, Paul O..... 400
Chandler, Harrison T..... 751
Crocker, Frank L..... 241
Cushing, J. Stearns..... 100
Deacon, R. T..... 431
Francis, Charles..... 430
Frommader, Edward A..... 401
Gerhart, W. U. S..... 419
Grondahl, Jens K..... 431
Gustafson, David B..... 865
Hart, James E..... 419
Hartman, W. J..... 430
Krausz, Sigmund..... 457
Lee, Wilson H..... 101
McFarland, J. Horace..... 436
McHenry, Edward J..... 419
McHenry, Vincent J..... 419
Middleton, Clinton A..... 869
Morris, Eugene..... 416
Nelson, Robert W..... 257
Ness, Albert K..... 561
Schmidt, L. A..... 864
Stovel, R. C..... 705
Vincent, Merton L..... 419
Waters, Edward T..... 757
Williams, Arthur J..... 286
Wood, James A..... 915
Woodis, Winfred Arthur..... 81
Woodward, Edgar B..... 752
Wray, G. E..... 431
Postage, 1-cent, As to..... 704
Postage Stamp, The Story of the..... 77
'Prentice Pillar in Roslyn Chapel, The..... 422
Pressroom:
Automatic Press, Tissue Wrappers on..... 892
Baffling Problem, A..... 255
Bond Paper, Printing on..... 894
Books for Cylinder Pressmen..... 589
Bronze without Discomfort, To..... 731
Cameo Paper, An Exhibit of Half-tone Prints on..... 412
Cereotype Plates..... 413
Christmas Numbers, Interesting..... 589
Cloth, Printing on..... 412
Color Specimens, Excellent..... 254
Continuous Strip, Printing on a..... 412
Cuts Built Too High..... 893
Cuts Type-high, Making..... 254
Cylinder Surface, To Repair a Damaged... 731
Die-stamper Using Unsuitable Varnish.... 254
Electricity in Basement Pressroom..... 590
Emboss and Die-cut Labels with One Impression, To..... 412
Embossing, Hot, Tympan for..... 589
Felt, Printing on..... 119
Frisket, Printing Through a..... 118
Furniture, Working Up of..... 730
Gold Bronze, To Prevent Waste of..... 892
Gold Ink Drying and Accumulating on Plates 893
Gold-leaf Printing by Cold Process..... 412
Half-tone Cuts on Flat Paper, Printing... 730
Impression on a Platen, To Even the..... 255
Ink, News, Economical Use of..... 892
Ink, To Determine How Much to Use..... 731
Inks, Art and Velvet-colored, A New Book of..... 254
Mechanical-relief Printing..... 413
Mechanical-relief Printing Was Discovered, How..... 413
Motors, Press, Effect of Bronze on..... 730
Offset, Heat to Eliminate..... 589
Overlay from Resinous Powder, An..... 894
Overlay, The Mechanical Chalk-relief..... 591
Overlaying, Transparent Paper for..... 589
Packing, Hard, The Value of..... 590
Pebbled Stock, Printing on..... 255
Press Needs Overhauling..... 118
Pressroom.....118, 254, 412, 589, 730, 892
Presswork of Unusual Merit..... 589
Prussian Blue..... 118
Register, Guides Causing Imperfect..... 118
Relief Printing, Dull Effect in..... 119
Relief-printing Patents..... 894
Rollers Bearing Too Heavy on Forms..... 894
Rollers, Printers', The Making of..... 590
Sheets Tearing While Printing..... 255
Slurring, The Cause of..... 730
Tapes Soiling Sheets..... 892
Three-color Design from a Single Plate... 892
Three-color Work, An Interesting Specimen of..... 254
Tints, White Ink for..... 730
Tympan Cloth, Oiled Muslin for..... 118
Ultramarine, Artificial, Discovered by Accident..... 254
Underlays, The Function of..... 590
Varnish, Gloss, Causing Stock to Adhere to Slip-sheets..... 893
Wrinkling of a Sheet..... 119
Prices, Urges Standard Scale of..... 422

PAGE

Printer, Modern, Must Know, What the..... 608
Printers Charged with Murder..... 94
Printers' Problems and How to Solve Them.. 260
Printing Crafts' Association, Herbert Addresses..... 89
Printing, Getting Prospects for..... 59
Process Engraving:
Air-brush Information..... 123
Bolt Court School, Changes at the..... 743
Boxwood, Copper as a Substitute for..... 746
Cements, Acid-proof..... 121
Chalk-plates, Photographing on..... 743
Colorwork, Screen Angles for..... 426
Cost System, Western Engravers'..... 586
Costs, Further Facts Regarding..... 122
Daylight, Artificial, for Processworkers.... 901
Enamel, Chromic Acid in..... 902
Enamel, New Method of Preparing Zinc for 585
England, Photoengraving Conditions in.... 425
Engraver's Art, Lecture on the..... 903
Engravers at Work — Mediaeval Style..... 122
Etching, Cleaning Scum from Copper Before..... 586
Etching-tubs, Asphalt Varnish for..... 902
Europeans Have Troubles Like Our Own.. 901
Gray Borders from Black Drawings..... 267
Intaglio Plates, Etching..... 122
Intaglio Process, The Corkett..... 425
Intensification, Copper and Silver..... 903
Intensifying and Stripping Solution..... 122
Lithography, High-light Half-tone Patent for..... 121
Mounting Half-tones with Cement..... 267
Newspaper Half-tones, "Horgan Stops" for..... 585
Newspaper Illustration, Mr. Pulitzer Pioneered..... 426
Offset Press, Preparing Zinc for..... 744
Penrose's Pictorial Annual, 1911-1912..... 744
"Photoengravers' Bulletin," The..... 268
Photoengraving System Wanted..... 269
Photographing on Wood for Engravers.... 269
Photographing without a Camera..... 586
Photography, Photographic Optics, and Color Photography..... 268
Photogravure, Rotary, Screens for..... 743
Printing from Negatives without a Printing Frame..... 902
Process Engraving.....121, 267, 425, 585, 743, 901
Processwork, A Year's Progress in..... 745
Relief Etching, Transfers to Zinc for..... 745
Rotary Photogravure Applied to Fabrics.. 425
Routing-cutters — Their Care and Use.... 268
Royle Routing Cutters..... 123
Sanford's Manual of Color..... 903
Scum on Half-tones, To Remove, Before Etching..... 122
Shop Superintendent and His Management, The..... 426
Three-color Work, Apochromatic Lenses for 121
Three-color Workers, An Inkmaker Hits Back at..... 901
Trade Terms..... 585
Underlays — To Make Quickly..... 269
Vibration in Engraving Plants, Method of Overcoming..... 586
Whirlers..... 267
Wood Engraving Is Reviving..... 743
Proofreading, Grammar and...74, 234, 410, 558, 734, 898
Proofroom:
Best Ever, The..... 90
Error, A Persistent..... 409
Heads, Small Words in.....252, 734
Name, What's In a..... 90
Pair, Pairs; Dozen, Dozens, etc..... 558
Proofing or Proving..... 734
Proofreader's Responsibility..... 897
Proofroom.....90, 252, 409, 558, 734, 897
Punctuation, An "Improvement" in..... 252
Punctuation, etc..... 734
Punctuation on Envelopes..... 897
Scot, Scotch, Scotchman, Scottish..... 252
Signs and Symbols Used in Printing..... 897
Singular or Plural..... 409
Sovereigns, Pounds and Guineas..... 90
Typographic Astonisher, A..... 558
Typothetæ Style-book..... 409
Word-division, A..... 897
Pulitzer, A Printer's Recollections of..... 428

Q

Question Box:
Advertising Agencies, Directory of..... 124
Advertising Display..... 911
Advertising-record Book for Foremen..... 910
Advertising Slides, Paper for Moving Picture for..... 719
Aluminum Business-cards..... 909
Aprons, Printers'..... 573
Bank-checks, Etc., Stock Plates for..... 909
Bank-notes, Machine for Washing..... 572
Blotter and Postal, Combination..... 719
Blotters, Advertising..... 125
Bookbinders, Classified List of..... 574
Burnishing Bronze Labels..... 572
Burr Subscription Index..... 437

Question Box — *Continued:* PAGE
Calendar Makers..... 573
Calendar Pads..... 124
Calendars, Anchor..... 572
Calendars, Pictures for..... 574
Card Cases, Leather and Imitation Leather 125
Celluloid Articles, Manufacturers of..... 573
Celluloid Plates..... 573
Celluloid, Sheet..... 909
Celluloid Stereotypes..... 574
Chalk-coated Paper..... 574
Chalk-plate Patents, Owners of..... 573
Chalk-plates.....437, 572
Clean Type, How to..... 125
Cloth, White, for Children's Story Books.. 719
Cloth-covered Board..... 437
Cloth-cutting Machines..... 437
Coin-card Makers..... 572
Collapsible Metal Tubes..... 910
Color Combinations, Book on..... 911
Cooking-bags..... 573
Cost-finding Blanks, Standard..... 438
Cost System for Small Office..... 909
County Board Proceedings, Publishing..... 438
Daily Newspaper Circulation, Handling.... 718
Die-cut Stock..... 720
Dross-melting Furnace..... 910
Dupes, Measuring..... 720
Duplicate Sales-check Books..... 125
Embossed Stock for Menus, Folders, etc... 572
Estimating, How to Learn..... 909
Embossing on Platen Press..... 124
Eyeletting Machine..... 572
Fan-fold Forms..... 574
Form Letters, Charging for Composition on 126
Fruit-can Labels, Stock..... 437
Gold Stamping on Job Press..... 718
Greek Inscription..... 909
Grocery Sales-books, Manufacturers of..... 124
Gummed Paper in Rolls.....437, 572
Gumming Envelopes, Machine for..... 573
Half-tone Process, The..... 909
Hektograph Composition, Formula for.... 910
Hygroscopic Paper..... 126
Ink Platen, Pad to Slip Over..... 572
Invention, Protecting an..... 720
Junior Linotype, Average Output of..... 719
Labels, Fancy..... 437
Labor Lien, Not a..... 574
Linotypes, Rebuilt..... 909
Liquor-bottle Labels..... 437
Lithographers' Stone..... 438
Lodge Seals and Dies..... 910
London City Guilds' Examination for Printers..... 125
Looping and Tying Machine, Miller..... 910
Loose-leaf Patent or Scheme..... 718
Mailing-tubes..... 718
Marbling Book Edges..... 124
Match-boxes, Small..... 574
Memorandum-books..... 719
Minerva Pinting-press..... 719
Mirror Printing Company..... 720
Newspaper Building, Wants Plans for a... 437
Nonpareil Press..... 909
Offset Printing..... 124
Paper, Learning Kinds and Grades of..... 720
Paraffining, Printing and..... 572
Parchment Paper..... 437
Paste for Bottle and Can Labels and Envelopes..... 719
Pasteboard Boxes, Paper for Covering..... 574
Perforator, Carlton..... 572
Periodicals, Directory of..... 572
Photoengravers, List of..... 910
Photoengraving, Books on..... 125
Photoengraving Schools..... 573
Piece Work — Eight Point on Ten-point Slug..... 718
Plaster of Paris, Hardening Agent for..... 719
Playing-cards..... 910
Printer's Album..... 909
Printers, Early, Marks of..... 125
Printing Circular..... 910
Printing-offices in United States, Number of..... 573
Punch Hole and Tie Cord Through It, Machine to..... 573
Punch, Power..... 124
Stock, How Do You Handle Your?..... 910
Question Box.....124, 437, 572, 718, 909
Quoin, Riebe..... 572
Rags, Sanitary White, for Printers..... 573
Rubber Stamps, Formula for Making..... 574
Rules Working Up in Forms..... 720
Seymour-Brewer Web Press..... 909
Shipping-tags..... 124
Slip-sheeting Machines..... 574
Slip-sheets and Printed Sheets, Separating. 718
Special Paper..... 572
Stationers, Retail, Directory of..... 573
Steel-die Stamping Process..... 575
Sterling Bond Paper..... 437
Stock Designs..... 124
Stock, How Do You Handle Your..... 910
Tabular Matter, Justifications in..... 126
Theater Programs, Stock Sheets for..... 573
Tin Signs..... 718
Tin-wedding Announcements, Stock for.... 574
Tipping Waste Papers and Inserts..... 911
Type Measurement, MacKellar System of.. 438

Question Box — *Continued:* PAGE
Type-measuring Rule 125, 437
Type-metal and Brass, Old..... 438
Typograph Machine, The..... 910
Typographical Signs 719
Wax-engraving Electros 718
Waxed Board 124
Wiping Dies, Paper for..... 438
Wood Engravers' Materials..... 437
Wood Engraving 437
Wrappers, Press for Printing..... 909

R

Rationalism in Business..... 383
Resolved 611

S

Seasoning Wood by Electricity..... 398
Selling Printing in the Printer's Office..... 212
Selling Printing in the Prospect's Office..... 379
Shop Efficiency 533
Shop Efficiency and Wages..... 678
Slug 6 vs. the Boss..... 878
Soliloquies of the Devil (verse)....376, 681, 836
Specialty Device, An Effective..... 571
Specimens.....85, 272, 403, 563, 708, 873
Spelling, Simplified 80
Square, The Glory of Being..... 127
Standardization, Suggestions on..... 613
Start, How I Made My..... 717
Steel and Copper Plate Engraving Prices.... 884
Stinting the Composing-room Is Cause of Lost Profit 762
Stock, How Do You Handle Your?..... 49
Supply Men on Important Commerce Committee 614

T

Things Which Unite Us, The..... 112
Time-wasting 598
Tin Can Must Go, The..... 422
Trade Notes:
Ad., Biggest, on Record..... 285
Adulterated Paper in G. P. O..... 756
Advertising Rates, Opposes a Reduction in. 913
Alling & Cory Company, New Building for. 285
Almanac, National, Agitation for a..... 755
American Paper and Printers' Machinery, To Exploit 441
Amsterdam Printing Exhibit..... 914
Apprentices' School at Cincinnati Opened.. 128
Atlanta Wants Greater Printing Facilities. 128
Atwood, Frank R., Joins Barnhart Bros. & Spindler 284
Ben Franklin Club in New Rôle..... 441
Ben Franklin Dinner of the Chicago Typothetæ 443
Burt, Harvey H., Alleged to Be Forger.... 912
Boatwright Bros. Company to Install New Plant 753
British Columbia, New King's Printer for. 443
California State Printer Resigns..... 441
Canadian Printing Bureau, Another Probe at 912
Chicago Ben Franklin Club Elects New Officers 606
Chicago Typothetæ Honors Franklin..... 754
Colorado Cost Congress..... 605
Cowans, Passing of..... 606
Commerce Club, Printers' Union Joins.... 914
Current Literature Publishing Company Denies Government's Charges..... 130
Trade Notes — *Continued:* PAGE
Cylinder Press, Centenary of the.....284, 606
Dexter Folder Company Outing..... 129
Dillingham Printing Company Burned.... 441
Duroc Company Suffers Big Fire Loss.... 913
Eastern Canada Printers to Have Congress. 753
Editor and Minister Trade Jobs for a Week 284
Editors and Printers Have Love Feast.... 756
Eldridge, W. E., Now with Braid & Hutton 754
Evening Wisconsin Company Has Fine Exhibit 130
Fire, City Held Liable for..... 912
Field, Eugene, Relic of..... 130
Fort Wayne, Enterprise at..... 912
Francis Chapel Jollifies, The..... 605
Gelatin Post-cards Classed as Lithographic Prints 753
Golf, Chicago Printers Play..... 285
Government Printers Want More Pay..... 754
Harcourt & Co. Move to Larger Quarters.. 128
Harper Concern Changes Name..... 441
Harvard to Continue Printing Course..... 129
Hearst Magazine Appears, New..... 284
High Living-cost, Printers Move Against.. 285
Injunction Against Typographical Union Denied 912
Inland Printing & Binding Company Gets Big Contract 286
Jaenecke Printing Ink Company Moves to Larger Quarters 912
Klein, Fred, Company Moves..... 605
Laws, Printing, Arrested for Violating.... 284
Linotype Slugs, Private Marking for..... 914
Little, John W., to Become Postmaster.... 604
Living Cost, Printers Present Plan for Reducing 442
Lynch Brings New Suit..... 754
Lynch's Suit Against Kirby Dismissed..... 443
McMillan Printing Company, Buys Interest in 912
McNamaras, Typographical Unions Repudiate 603
Machine-composition Rules 756
Machine Operators, Examination for..... 129
MacVeagh May Install Power Presses..... 285
Magazines, New Company for..... 287
Marshall & Bruce Company to Establish Branch at Atlanta..... 128
Master Printers' Convention..... 605
Master Printers Enjoy Annual Oyster Roast 603
Maxwell, F. D., Joins Leeds & Biddle Company 912
Merry, H. L., Goes to Grand Rapids..... 604
Michigan, Printing Industry in..... 128
Miehles to Market a New Press..... 754
Miller, Otto G..... 129
Minneapolis Organizations to Merge..... 605
Mississippi Typothetæ Holds Meeting..... 442
Money, Paper, Machine for Washing..... 442
Neck Broken in Printing Press..... 442
Norfolk Companies Consolidate..... 284
North Carolina Printers Have Good Meeting 604
Novel Window Show..... 605
Old-time Printers' Association of Chicago. 754
Pacific Coast Cost Congress, Second..... 606
Paper Trades Directory of Chicago..... 130
Parade as Seen by an Ad. Man..... 130
Periodical Publishers to Have Noted Guests 753
"Patent-inside" Concerns, Investigating.. 913
Power Presses, Commission Favors..... 441
Pressmen's School, The..... 443
Printer Is Good Farmer..... 753
Printers' Home, Big Electric Sign for..... 284
Printers' League of America, Fifth Annual Meeting and Dinner of the..... 284
Printing Art Exhibitions..... 443
Trade Notes — *Continued:* PAGE
Printing Contract, Court Knocks Out..... 603
Printing Crafts Association Elects Officers. 755
Printing Crafts Association, Questions Before 286
Printing Industry, Growth of the..... 754
Printing Press Greater Discovery Than America 441
Providence, New Printing Concern at..... 753
Public Printer Active to Protect Health.. 286
Pulitzer's School of Journalism..... 606
Rafter Joins Staff of Efficiency Experts... 914
Railroads to Etablish Printeries, Wants... 913
Richardson Appointed State Printer..... 603
"Richmond" Polyphase Motors..... 130
Roberts & Son Plant Destroyed by Fire... 604
Roberts Fire Leads to Consolidation..... 753
St. Paul Printers to Beat Shylocks..... 128
Schools to Have Printing Plant..... 603
Sharpe, R. Lee, and "The City of Smiles" 286
Sound, Printing by..... 285
Speed on Presses Ordered Reduced..... 913
Stanley-Taylor Company Adds New Member 284
Strike of Nonunion Printers..... 285
Subscription Campaign, A Successful..... 285
Swink Printing Press Company Represented in East by Harry H. Smith..... 284
Teller-Hurst Engraving Company..... 753
"Third Degree," A Printer on the..... 129
$30,000 Verdict Affirmed..... 442
Trade Notes.....128, 284, 441, 603, 753, 912
Turning the Tables..... 443
Type Equipment, A Twenty-ton..... 442
Typesetting Machine Company Incorporated, New 604
Typothetæ President Favors Cooperation with Unions 443
Union Card & Paper Company Banquets Employees 603
University of Kansas, Printing Plant for.. 441
Waddey, Secretary, Retires..... 130
Wage Scale for Twenty Years, Same..... 604
Washington, The Power-press Question at. 913
Weeklies, Advises Printers to Buy..... 604
West Wisconsin Ben Franklin Club..... 755
Winthrop Press Not Sold..... 128
Wisconsin University Adds Printing Course 914
Wood, James A., Now with the Miehle Company 913
Wray, George E., Resigns..... 914
Tramp Abroad, The..... 846
Transmogrification of Johnny, A..... 216
Troubles of a Printer, The..... 370
Truth, Telling the..... 89
Type, Quality in..... 596
Typographical Error (verse)..... 240
Typographical Story, A..... 413

U

United Typothetæ of America Convention.... 97

V

Ventilating System, Evolves Successful..... 864
Ventilation of Composing-rooms.....700, 863
Virginia Printers' Cost Congress..... 265

W

Wahneta, The; also the Insurgent..... 851
Weeklies That Got Out of the Rut, Three Local 841
Working for Fun or for Profit, Are You?.... 428

INDEX TO ADVERTISEMENTS.

PAGE

Acme Staple Co.....26, 183, 352, 524, 663, 818
American Electrotype Co..44, 304, 348, 525, 663, 818
American Folding Machine Co.....21, 302, 357
American Gripper Co..... 923
American Numbering Machine Co...20, 185, 341, 501, 789, 943
American Pressman 30, 192, 350, 512, 942
American Printer ..157, 316, 476, 627, 790, 941
American Rotary Valve Co....20, 303, 340, 500, 666, 934
American Shading Machine Co.....156, 298
American Steel & Copper Plate Co.....156, 298, 465, 638, 796, 944
American Type Founders Co....10, 27, 185, 202, 203, 342, 364, 508, 775, 935
Anderson, C. F., & Co...148, 311, 472, 522, 791, 940
Arnold Security Binder..... 157
Ault & Wiborg Co....8, 176, 336, 504, 648, 808
Auto Falcon & Waite Die Press Co..39, 206, 516, 669, 947
Automatic Press Feeder Co...470, 514, 780, 926
Autopress Co. 41, 197, 201, 361, 493, 524, 773, 813

Babcock Printing Press Mfg. Co.....7, 175, 325, 487, 643, 807
Barnhart Bros. & Spindler..7, 175, 325, 487, 643, 807
Barton Mfg. Co....144, 295, 463, 621, 770, 956
Beck, Charles, Co...28, 181, 340, 506, 782, 823
Beckett Paper Co.....48, 208, 368, 528, 672
Bingham's, Sam'l, Son Mfg. Co..6, 174, 324, 830
Black-Clawson Co. 295, 622
Blatchford, E. W., Co...156, 298, 465, 638, 796, 944
Blomfeldt & Rapp Co.....205, 506, 938
Books and Utilities.....154, 317, 466, 636
Boston Printing Press & Machinery Co..145, 181, 339, 511, 788, 947
Boston Typothetæ 814
Bresnan, DeBoise, Co....311, 470, 626, 795, 824
Brisbane-Hoyne Co. 24, 309, 340, 511, 666, 934
British Printer 181, 500, 800
Brown Folding Machine Co....16, 166, 328, 482, 671, 826
Brown, L. L., Paper Co.....143, 330, 660
Burrage, Robert R.....144, 464, 770
Burton's, A. G., Son.....793, 924
Butler, J. W., Paper Co...1, 161, 163, 321, 323, 481, 641, 801

Cabot, Godfrey L...140, 295, 463, 622, 770, 956
Calculagraph Co. 18
Carborundum Co. 792, 822
Carver, C. R., Co...43, 304, 468, 500, 662, 827
Central Ohio Paper Co.....144, 295
Challenge Machinery Co..33, 193, 339, 513, 659, 829
Chambers Bros. Co..23, 303, 349, 502, 667, 931
Champlin-Yardley Co. 144
Chandler & Price Co....196, 359, 517, 786, 789, 951
Chicago Lino-Tabler Co..144, 292, 461, 619, 766
Chicago Roller Co.....21, 300, 341
Cleveland Folding Machine Co.....149, 309, 351, 505, 665, 929
Cline Electric Mfg. Co..... 933
Coes, Loring, & Co..19, 179, 337, 494, 656, 831
Colonial Co. 140, 295, 464, 622, 770, 956
Cottrell, C. B., & Sons Co.....32, 184, 368, 528, 672, 832
Cowan Truck Co.....668, 932
Cox Multi-Mailer Co.....630, 644
Crane, Z. & W. M...32, 189, 345, 635, 670, 950
Crocker-McElwain Co. 178, 633, 949
Crocker-Wheeler Co. 663, 959

Delete Chemical Co.....156, 298, 465, 638, 796, 944
Dennison Mfg. Co.....31, 520
Denny, Hilborn & Rosenbach...40, 305, 365, 513, 778, 934
Deutscher Buch- und Steindrucker...30, 192, 350, 512, 942

PAGE

Dewey, F. E. & B. A.....46, 310, 472, 501, 772, 938
Dexter Folder Co....12, 13, 172, 173, 326, 327, 498, 499, 652, 653, 820, 821
Dick, Rev. Robert, Estate.....150, 308, 339, 511, 784, 935
Dinse, Page & Co...22, 187, 344, 510, 772, 822
Dobler & Mudge.....306, 347, 524, 658, 938
Duplex Printing Press Co..... 353
Durant, W. N., Co..144, 295, 464, 622, 770, 956

Eagle Printing Ink Co....23, 303, 359, 496, 784, 931
Eastern Brass & Wood Type Co....311, 355, 527, 795
Eastern Sales Co.....145, 298
Economy Engineering Co.....156, 465, 796, 944
Empire Linotype School.....465, 638
Engravers' & Printers' Machinery Co.....45, 188, 365

Fidelity Electric Co..... 145
Fonderie Caslon 20, 496
Freie Künste 30, 192, 350, 512, 947
Freund, Wm., & Sons.....142, 180, 507, 819
Fuchs & Lang Mfg. Co.....38, 362
Furman, Jas. H.....137, 139, 291

General Electric Co.....152, 153, 488, 489
Globe Engraving & Electrotype Co..18, 190, 352, 503, 658, 943
Gloss-Emboss Printing Process..... 473
Gould & Eberhardt.....207, 507, 818
Graphic Arts 147, 191, 476, 936
Graphic Arts Year Book.....472, 512

Hamilton Mfg. Co...34, 194, 322, 518, 785, 816
Hampshire Paper Co.....195, 483, 825
Hansen, H. C., Type Foundry..... 515
Harris Automatic Press Co.....5, 169
Hawtin Engraving Co..... 45
Hellmuth, Charles ..26, 186, 348, 507, 780, 822
Herrick Press 144, 295, 464, 622, 770, 956
Hess, Julius, Co.....23, 157
Hexagon Tool Co.....148, 300, 471, 634, 784
Hickok, W. O., Mfg. Co...27, 190, 340, 500, 772, 938
Hoole Machine & Engraving Works..26, 184, 352, 506, 658, 819
Horgan, S. H..... 295
Huber, J. M.....150, 341, 776

Ideal Coated Paper Co...309, 472, 629, 789, 824
Ideal Sanitary Supply Co.....45, 314, 341
Imprint Matrix Co.....627, 664
Inland Printer Technical School.....32, 189, 345, 635, 670
Inland Stationer 151, 316, 476, 637, 951
International Correspondence Schools.....25, 307, 347, 627, 787, 939
I. T. U. Commission.....155, 315, 467, 628, 655, 958

Jaenecke Printing Ink Co..4, 171, 336, 492, 650, 927
Johnson Automatic Roller Rack Co.....141, 180, 343, 505, 661, 827
Johnson, Chas. Eneu, & Co.....24, 360
Jones, Samuel, & Co.....624, 664, 933
Juengst, Geo., & Sons....28, 186, 346, 501, 666, 930

Kast & Ehinger.....26, 186, 348, 507, 780, 822
Keystone Type Foundry...48, 208, 368, 528, 672, Insert
Kidder Press Co.....42, 182, 360, 514, 661, 823

PAGE

Kimble Electric Co.....147, 183, 368, 496, 790, 946
King, Albert B., & Co.....770, 819
Knowlton Bros. 2, 3, 162, 642, 802, 803

Langston, Samuel M..... 933
Lanston Montype Machine Co...35, 165, 344, 509, 647, 811
Latham Machinery Co....29, 193, 360, 523, 657
Leipziger Tangier-Manier 956
Linotype Improvement Co..... 956
Lyon, J. B., Co..... 800

Marseilles Wrapping Paper Co.....140, 295, 464, 622
Master Printer Publishing Co.....146, 313, 368
Mayer, Robert, & Co.....191, 511, 819
Mechanical Appliance Co.....142, 309, 359, 522, 771, 926
Megill, E. L.....138, 293, 459, 618, 767, 917
Meisel Press & Mfg. Co...46, 308, 346, 634, 666, 934
Mergenthaler Linotype Co.....Cover
Merriam, G. & C., Co..... 151
Miehle Printing Press & Mfg. Co.....Cover
Miller Incline Truck Co.....782, 942
Miller Saw-Trimmer Co...21, 185, 355, 629, 791, 935
Millers Falls Paper Co.....301, 526, 953
Mittag & Volger....156, 298, 465, 638, 796, 944
Modern Machine Co.....44, 338, 788
Morgans & Wilcox Mfg. Co..... 358
Morrison, J. L., Co.....151, 306, 338, 503, 776, 946
Murray Engraving Co.....145, 300
Murray Machinery Co..... 952

National Arts Publishing Co..147, 191, 476, 936
National Lithographer ...30, 192, 350, 512, 942
National Machine Co. ...146, 184, 342, 508, 784, 930
National Printer Journalist..... 307
National Printing Machinery Co..... 626
National Steel & Copper Plate Co..156, 298, 465, 638, 796, 944
Neenah Paper Co.....631, 783, 945
New York Revolving Portable Elevator Co... 33

O'Brien, Howard Vincent..... 314
Oswego Machine Works...47, 199, 335, 485, 646, 804

Paper Dealer 144, 464, 622, 770, 956
Parker, Thomas & Tucker Paper Co.....150, 308, 359, 637, 800, 940
Parsons Trading Co..43, 205, 351, 497, 665, 829
Peerless Electric Co.....21, 300, 347, 634, 787, 951
Penn Card & Paper Co..... 638
Perkins, B. F., & Son.....786, 932
Photo-Chromotype Engraving Co..... 296
Plimpton, H. M., & Co..... 157
Potter Printing Press Co.....160, 320, 480, 960
Printing Art 150, 316, 472, 637
Process Engraver's Monthly....30, 192, 350, 512, 926
Provost, M. R.....294, 464

Queen City Printing Ink Co....16, 168, 328, 496, 648, 809

Rapid Electrotype Co.....158, 318, 955
Redington, F. B., Co....140, 295, 463, 637, 769, 956
Regina Co. 17, 177, 355, 521, 669, 817
Review Printing & Embossing Co...302, 346, 507

PAGE
Richmond Electric Co....46, 314, 472, 629, 788
Riessner, T. 46, 306, 338
Rising, B. D., Paper Co..20, 205, 344, 510, 662, 942
Robbins & Myers Co.....43, 184, 348, 511, 772, 824
Robbins, Sabin, Paper Co.....527, 788, 824
Roberts, H. L., & Co.....777, 929
Roberts Numbering Machine Co.....22, 187, 344, 510, 786, 939
Rosendal, Geo. F., & Co..144, 294, 464, 622, 770
Rouse, H. B., & Co.....148, 150, 312, 474, 632, 776, 941
Russell, Willis W..... 310

Scott, Walter, & Co..37, 198, 331, 491, 645, 815
Sewell, Alfred L..... 956
Seybold Machine Co..9, 168, 329, 495, 654, 810
Shepard, Henry O., Co....47, 144, 209, 295, 368, 463, 622, 673, 770, 956
Shepard, Henry O., Engraving Dept..15, 176, 332, 486, 774, 812
Sheridan, T. W. & C. B., Co...11, 167, 333, ..490, 651, 806
Shniedewend, Paul, & Co..45, 207, 357, 527, 665, 933
Sleight Metallic Ink Co..151, 310, 357, 496, 941
Southworth Co. 188, 516, 828
Sprague Electric Works...33, 191, 365, 503, 649, 805
Star Tool Mfg. Co.....183, 637, 829
Stationers Engraving Co.....157, 186, 771
Steinman, O. M..... 14
Strathmore Paper Co.....299, 519, 937
Sullivan Machinery Co...156, 298, 465, 638, 796, 944
Swigart Paper Co.....24, 313, 468, 629
Swink Printing Press Co..29, 187, 343, 525, 664, 828

Tarcolin 156, 298, 465, 638, 796, 944
Tatum, Sam'l C., Co.....39, 207, 478, 521, 794, 922
Taylor, Arthur S.....140, 295, 463, 621
Thalmann Printing Ink Co.....25, 182
Thompson Type Machine Co...36, 204, 363, 520, 798
Thomson, John, Press Co..... 334
Toledo Web Press Co..... 923
Triumph Electric Co.....26, 188, 356, 497, 792, 939
Typo Mercantile Agency..... 787

Ullman, Sigmund, Co.....Cover
Union Card & Paper Co..312, 471, 632, 778, 922
United Magazines Press..... 156
United Printing Machinery Co.....164, 484, 808
U. S. Photogravure Co.....156, 298, 465, 638
Universal Type-making Machine Co..42, 305, 356, 524, 780, 946

Van Allens & Boughton....8, 200, 475, 504, 781, 816
Victoria Platen Press Mfg. Co..... 924
Wagner Mfg. Co.....144, 460
Wanner, A. F., & Co.....22, 308, 314, 474, 478, 497, 522, 659, 791, 923, 940
Wanner Machinery Co.....148, 302, 473
Want Advertisements ...137, 291, 459, 618, 766, 917
Warren, S. D., & Co.....141, 297, 463, 623, 771, 921
Watzelhan & Speyer..25, 310, 351, 527, 789, 931
Wesel, F., Mfg. Co..... 624
Western Paper Stock Co..... 956
Western States Envelope Co...149, 306, 471, 634, 790, 926
Westinghouse Electric & Mfg. Co....24, 302, 357, 527, 794, 954
West Virginia Pulp & Paper Co.....48, 208, 366, 367, 528, 672, 832
Wetter Numbering Machine Co.....142, 625
White, James, Paper Co..27, 190, 349, 502, 667, 935
Whitlock Printing Press Mfg. Co.....779, 925
Wiggins, John B., Co....142, 182, 356, 624, 794, 932
Williams-Lloyd Machinery Co.....46, 463, 800
Wing, Chauncey 27, 190, 349, 502, 667, 824
Wire Loop Mfg. Co.....140, 295, 464, 622, 770, 956

Zeese-Wilkinson Co. 352, 469, 523, 795, 948

THE INLAND PRINTER

OCTOBER
1911

Smithsonian Institution
OCT 6 1911
National Museum

VOL. 48-NO. 1 PRICE 30¢

We know our costs
And have the courage
To ask our price,
Also to refuse to sell
Lower grade goods
In a given case
Than the work requires.
Our customers are printers
Who have the backbone
To pay for high-grade materials
And get the right price
For good printing.



Sigmund Ullman Co.

Chicago New York
Cleveland Cincinnati
Philadelphia

"Butler Brands"

of Writing Papers and Ruled Goods

the World's Standard

Write for samples and list of above items in stock. The list is too long to show here. Be sure to get "Butler Brands"



Distributors of "Butler Brands"

Standard Paper Company	Milwaukee, Wisconsin
Interstate Paper Company	Kansas City, Missouri
Southwestern Paper Company	Dallas, Texas
Southwestern Paper Company	Houston, Texas
Pacific Coast Paper Company	San Francisco, California
Sierra Paper Company	Los Angeles, California
Oakland Paper Company	Oakland, California
Central Michigan Paper Company	Grand Rapids, Michigan
Mutual Paper Company	Seattle, Washington
American Type Founders Company	Spokane, Washington
American Type Founders Company	Vancouver, British Columbia
National Paper & Type Company (Export Only)	New York, New York
National Paper & Type Company	City of Mexico, Mexico
National Paper & Type Company	City of Monterey, Mexico
National Paper & Type Company	Havana, Cuba

J. W. Butler Paper Company
Chicago.

ESTABLISHED 1844


Catalog Covers
That Do You Justice
Your best advertisement is the catalog bearing your imprint that looks as well after six months use as it did the day you printed it. Such a catalog makes each customer a booster for you and every catalog he issues is a successful salesman for you as well as for him. No matter what care and skill you employ in catalog making, you cannot produce work you would care to be judged by without a serviceable cover stock. To make a catalog artistic, the cover paper used must permit effective embossing, engraving or printing. It must lend itself to unusual and striking color work. And in addition to this, it must have the strength to withstand wear and tear — to keep the catalog intact and as beautiful as it was when it left your plant. ¶ You can produce catalogs that will satisfy your customers — arouse the admiration of prospective customers — and by which you are willing to have your ability judged if you use
Kamargo Mills
Catalog Covers
FOUNDED 1808
For 102 years four generations of the same family have made a scientific study of manufacturing Kamargo Mill Covers. Special equipment or "tackle" — careful study and long experience are combined to produce Kamargo Mills Covers — the most satisfactory, the most beautiful, and most durable you can use. Kamargo Mills Covers are suitable for big service catalogs, for dainty brochures, for small or large folders — any booklet where artistic display plus permanence and durability are desired. The wide variety of wonderfully rich tones, shades and colors of Kamargo Mills Covers, makes easy, unusually striking printed and engraved effects. ¶ And through our advertising we are not only educating business men to the use of better catalog covers, but we are actually increasing the use of catalogs. In SYSTEM alone, every month, we are creating *new customers* for you by telling over 100,000 executives — probably 300,000 cover paper purchasers — the economy and efficiency of Kamargo Mills Covers.
Get this Free Sample Book with 31 Catalog Suggestions
Kamargo Mills Samples de Luxe show you how various colors and inks can be blended, giving striking results in catalog work. It tells you how you can build up a reputation for high-grade catalog work, get more money for it and keep your estimates reasonable. We will send it promptly and tell you how you can get your share of the new business we are creating for printers who use Kamargo Mills Covers. Just write us a brief note on your letterhead
TODAY — NOW
Knowlton Bros., Inc.
Cover Department B
Watertown New York

The Latest Development in Kamargo Art Covers

As an illustration of Kamargo Mills Service to Printers, we call your attention to Alhambra Extra Heavy — a line that has been influenced in its development by the constantly-increasing demand for more effective catalog covers. The most successful users of catalogs are seeking new possibilities in cover effects — covers more attractive and more strikingly artistic. In order to enable printers to suggest new ideas in cover treatment that will combine the highest artistic qualities with the greatest wearing quality, we now offer

Alhambra
EXTRA HEAVY
Kamargo Covers

Made in 23 × 29 – 150, suitable not only for the highest grade catalog covers, but for picture mounts as well. The rich, unusual finish of these covers lends a distinction to any catalog. Novel and handsome printed, embossed, and engraved effects are easily obtained with them. The various beautiful colors — Carbon, Mahogany Brown, Golden Brown, Bronze, Chocolate, Grey, Mode, Silver Grey, and Buff — in themselves suggest wonderful blendings of inks, and lend harmony for photograph mounting.

When you ask for Kamargo Samples de Luxe — request Samples of Alhambra Extra Heavy — they will delight you

It is a positive pleasure to plan and execute catalogs when you use Kamargo Mills Covers. And for the job that demands the best you can produce, be sure you consider the results you can attain with Alhambra Extra Heavy Covers. ¶ A brief note on your letter-head brings this interesting and profitable exhibit to you without cost.

WRITE FOR IT NOW

Knowlton Bros., Inc.
Cover Department B
Watertown New York



Jaenecke's Printing Inks

Are famous for their excellence, for their strength and density, for their unvarying quality. They save time in the pressroom. They save money for their users.

ASK FOR OUR SPECIMEN-BOOK

Main Office and Works—NEWARK, N. J.

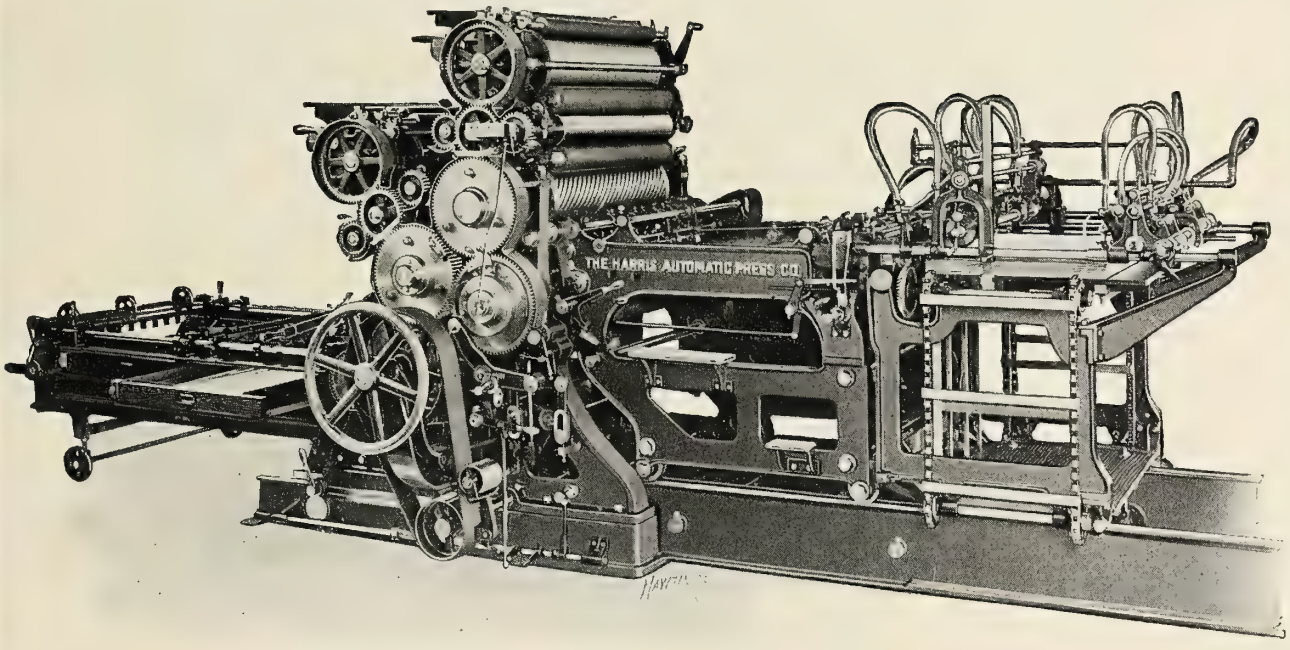
THE JAENECKE PRINTING INK CO.

CHICAGO OFFICE: New Number, 531 S. Dearborn Street
Old Number, 351 Dearborn Street

NEW YORK PHILADELPHIA ST. LOUIS DETROIT
PITTSBURG BALTIMORE

TIME IS MONEY

ESPECIALLY IN YOUR PRESSROOM



Get your pencil and paper and set down in one column the output of your flat-bed press for a day—a week or a month. Result.....

Then do the same with our guaranteed speed of 4,000 per hour, one or two colors at a time, on our 28x42 inch Harris Automatic Printing Press. Result.....

A simple problem of subtraction worked out will give you some idea of why you are not making more money than you are in the printing business.

Automatic Pile Feeder of perfect working mechanism—rigid impression that will produce beautiful printing—guaranteed accurate register and an Art Delivery that delivers the printed sheets printed side up alternately in two trays—a money-maker to any printer who will install one.

CAN WE PROVE IT?
YOU BET WE CAN. ASK US.

THE HARRIS AUTOMATIC PRESS CO.

CHICAGO OFFICE
Manhattan Building

FACTORY
NILES, OHIO

NEW YORK OFFICE
1579 Fulton-Hudson
Terminal

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
52-54 So. Forsyth Street

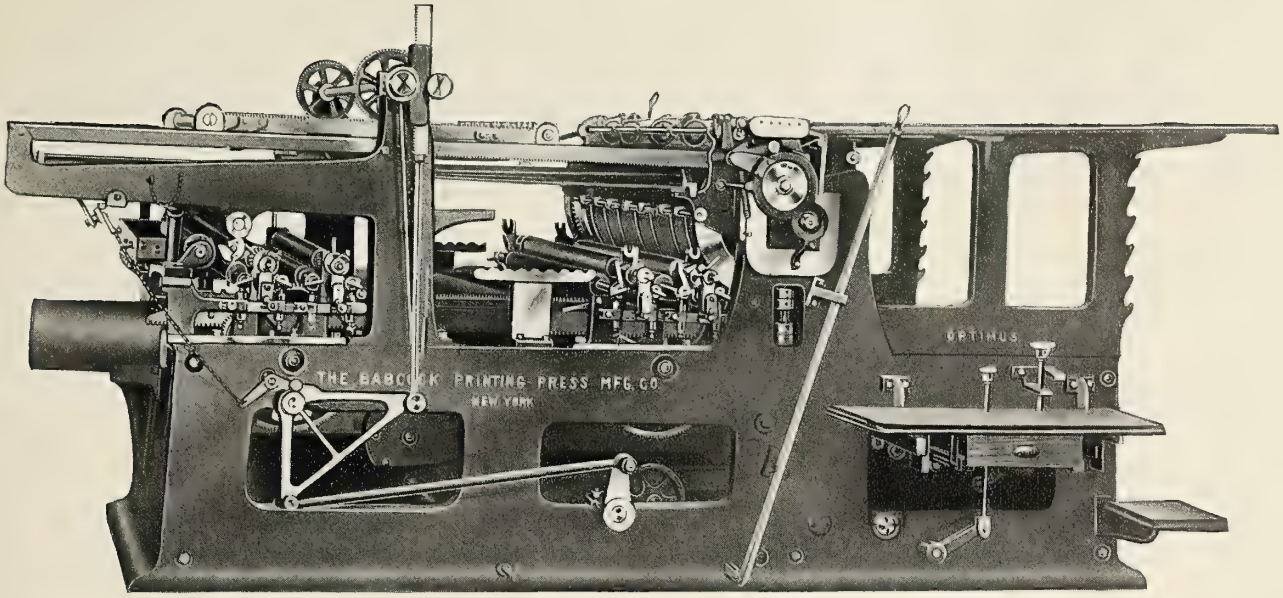
INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT

New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO

Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus

The Babcock Optimus

Distribution never stops when an Optimus press is running. Position of bed does not check it. The finest possible ink manipulation is obtained; there is great saving in rollers, economy in ink and convenience in handling.

The ductor is a distributor one-half the time. It deposits ink on first table vibrator at the instant bed is at the reverse *and vibrator still.* Contact, with rotation and vibration, continues until bed is at the opposite reverse. Ductor then returns to fountain *without rotary motion*, and remains during the second half of bed movement. It is utilized to the utmost; its quiet action preserves it from injury, and prevents noise.

During the first half of impression the ink is thoroughly broken and equalized between ductor, vibrator and the two forward table rollers. It is well distributed when it reaches the plate. Here it is further worked between the four composition rollers, their vibrators and the table before it is taken up by the form rollers, their vibrators and riders, which in turn work it against the table. Undistributed ink cannot reach the form.

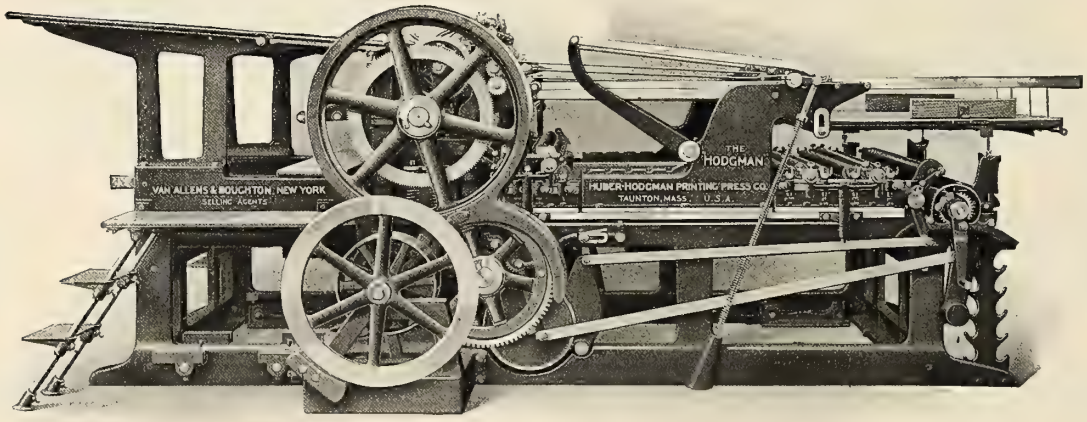
All composition rollers are interchangeable even as riders. Any roller can be used as a ductor, a handy and exclusive advantage. Any form or table roller can be put out of service independently of any other without missing an impression. The delivery table is easily moved back to uncover fountain and table rollers.

The action is easy, noiseless, continuous, and splendidly effective. It is a completely satisfactory distribution, fit for the hardest work. It is confidently placed among the other superiorities of the Optimus. It is decidedly economical in roller cost, as a roller not best for the form can have a prolonged usefulness elsewhere. Half of the average composition bills may be saved.

The Babcock Optimus

SET IN AUTHORS ROMAN

THE HUBER-HODGMAN PRINTING PRESS



THE HODGMAN

THE New Hodgman Press must be seen to be appreciated. The top of the bed being only thirty-four inches from the floor, all sizes, you can readily see how much easier to put on the form. This press has five tracks — one under each bearer and one directly under the center where the cumbersome and heavy rack hangers and shoes are placed on other machines. The new movement Hodgman has no shoes or rack hangers, and in their place is a four-inch track, giving a rigid impression. The new driving mechanism, doing away with the shoes and rack hangers, is the most durable and powerful reverse ever used on any press, eliminating vibration and noise and giving great speed. The new cylinder lift gives absolutely rigid impression. We are having unstinted praises from every user. This machine is up to date with many new features that appeal to the users. It will take you but a few minutes to place your own estimate on its merits. See it, and know the value of this modern printing press — the fastest speed and most durable in construction built.

VAN ALLENS & BOUGHTON

17 to 23 Rose St. and 135 William St., New York.

FACTORY — TAUNTON, MASS.

AGENT, ENGLAND,
P. LAWRENCE PRINTING MACHINERY CO., Ltd.
57 Shoe Lane, London, E. C.

WESTERN OFFICE, 343 S. Dearborn Street,
H. W. THORNTON, *Manager*,
Telephone, Harrison 801. CHICAGO

use calf skin and call it pony skin—some houses do —and you can buy a so-called pony skin at most any price. We will give you a written guarantee that we sell only genuine Russian pony skin coats, genuine Chappel dye. Has semi-fitted back; a gracefully hanging and exceedingly stylish coat; large shawl collar; lined throughout with genuine Skinner's satin; closes with three black silk buttons and fastens with a loop at collar. $47.50

an excellent quality of beautiful changeable silk; closes with three fur buttons, and at the neck with silk loop and olive; the best and most reliable genuine Caracul coat ever sold at this price $47.50

61D663A—Special French Seal Coat; same style as 61D663; 52 inches long; lined with brown guaranteed Skinner's satin. Greenhut-Siegel Cooper Co.'s special price. $62.50



Regular Job of 750,000 impressions done at the Duplex Printing Press, New York, with Ault & Wiborg's Chas. Francis Press Brown No. 1044-95, without slipsheeting

Two Handsome Fur Sets that Mark Fashion's Smartest Styles Priced for Quick Selling

IN selling furs it's not only our policy to sell *thoroughly* reliable furs, but we always aim to sell *better* quality than any other mail-order house, at a very much lower price, and as an example of that policy and a proof of our sincerity in living up to this claim we present these two handsome fur sets at these *remarkably* low prices. It is furs of this character that win your lasting regard, your *permanent* patronage—and that's what we are after *above* everything else. Our illustrations are not "doctored" up to please the eye, nor do they misrepresent the article illustrated. In every instance, each illustration is a faithful reproduction of the article we sell, as to size and style.

61D765—White Thibet Scarf, extremely striking, piquant and beautiful; looks so much like the real white fox that you would have to have a white fox at hand and make a comparison to tell the difference; and you know how beautiful, stylish and smart a white fox set is. Soft and fluffy, and is really a handsome fur; has head and tail just as illustrated. Scarf is white satin lined; the dressiest scarf you have ever seen at this price. Of course you know you could not buy a white fox set in style like this short of $65.00; one of our great fur specials at $4.98

61D766—White Thibet Muff, made up especially to match the above scarf; made in the large, generous pillow shape now so very fashionable; white satin lined, with a white silk wrist cord. This muff, with the above scarf, makes a most beautiful set, and with a set like this you know you are smartly and richly dressed. $5.50

Special Price for the set, consisting of Scarf 61D765 and Muff 61D766 } $10.25

61D767—Isabella Fox Scarf, sometimes called sable fox; a very reliable, rich, silky fur of exceptional style. A great many have said that this fur is the nearest approach to sable that there is. It is the same soft, beautiful shade of brown which makes the rare and priceless sable so desirable. Front of scarf, as you will note, has one large tail, head and four paws; the back of scarf has one large tail and two paws, which hang gracefully down the back to the waistline; lined with Skinner's satin to match. Our faithful illustration will give you an idea of the style-beauty of this dressy fur set. We consider it splendid value at $10.50

61D768—Isabella Fox Muff, made up especially to match the above scarf; it's in the new large pillow shape; trimmed with large head, tail and four paws; lined with Skinner's satin to match; silk wrist cord; made on a soft down bed; special at $7.50

Special Price for the set, consisting of Scarf 61D767 and Muff 61D768 } $17.50



coat by the price for it is not a regular one dollar ninety-five cent coat. As a matter of fact a great many mail order houses whose buying power is limited would have to pay as much for this coat as we are asking you to pay, so you can see that a "special" really means something with this house.



Regular Job of 150,000 impressions done at the Francis Press, New York with Aultz & Wiborg Co.'s Brown No 1044 35 wt. cut slipsheeting.



Two Masterpieces of the Furrier's Art Purposely Priced Exceptionally Low

THERE is nothing so dressy, nothing so handsome and rich as a beautiful set of furs—a fur set that is made right from *selected skins;* made so well that every time you put it on, you feel like saying to yourself: "There is nothing better at the price, my furs look it. I am proud of them."

61D758—Fur Scarf; a veritable bargain wonder. Every woman who chooses this scarf will always speak in complimentary terms about the quality standard of the Greenhut-Siegel Cooper Co.'s furs—their fine workmanship; in fact, you'll do that if you buy any of our furs, but it's the wonderful value with which we desire most of all to impress you in making this offer. This scarf comes in black or brown genuine coney (mention color desired); trimmed in front and back with two tails and four paws; it's warm, comfortable, large and dressy, lined with satin to match color of fur. It's the best coney scarf in America at this low price, is sure to give you satisfactory service and fur enjoyment, and you'll say it's the handsomest fur scarf you've ever seen at this price. $7.50

61D759—Pillow Muff; an unusually large, rich and handsome new-style pillow-shape muff that required more skins in the making than any coney muff ever sold at this low price; shirred at the ends; lined with satin to match. You can order this muff in black or brown; it was made up especially to match the scarf shown on the same figure. A wonderful value at our price $5.50

Special Price for Set, consisting of Scarf 61D758 and Muff 61D759 } $12.50

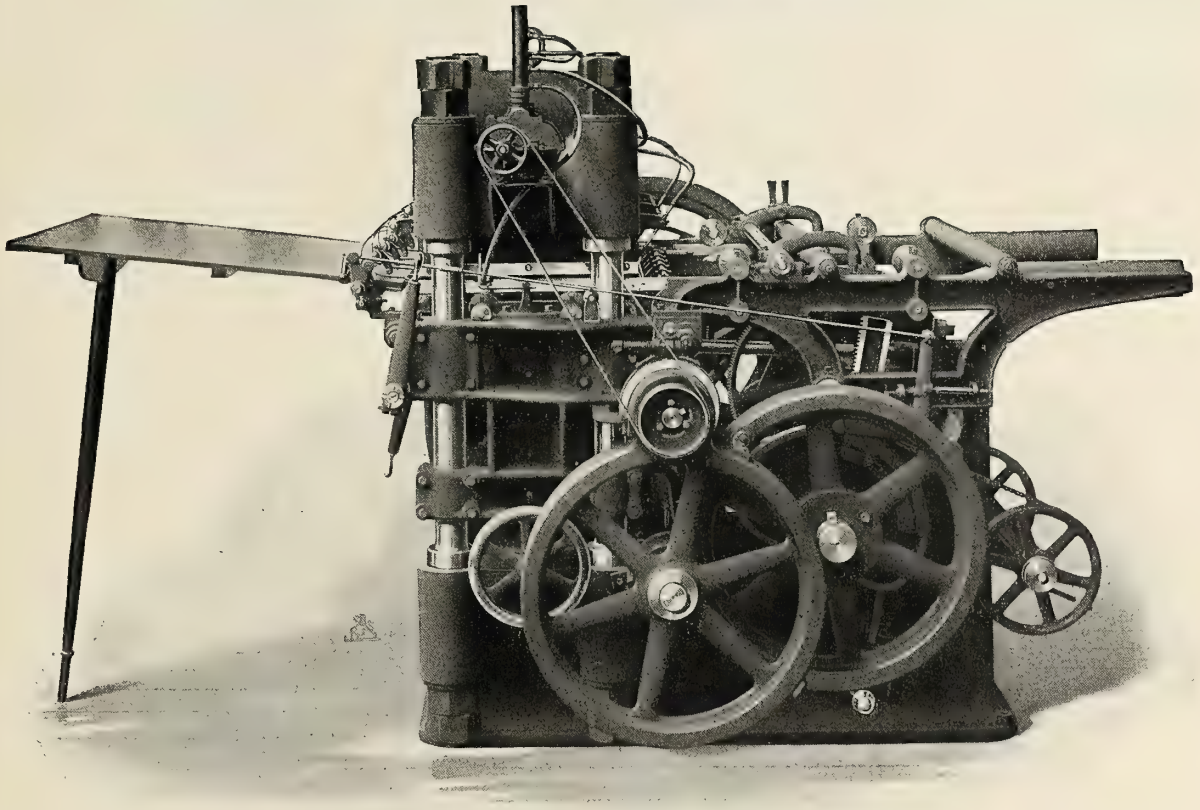
61D760—Genuine Fox Scarf; a great many furriers will tell you that you cannot buy real fox at our prices, but don't you believe them—their opinions are based upon the narrowness of their environment. We cannot only sell you genuine fox at this price, but the handsomest, dressiest and richest fox you have ever seen, sold at a third more elsewhere. This beautiful fox scarf comes in black, sable or Isabella (mention color desired); well and carefully selected; two large, handsome tails and four paws in front, and one head and one tail in back; scarf is lined with satin to match color of the fur. It's a specially low price for a genuine fox scarf. $14.50

61D761—Open Rug Muff; large, handsome and rich, and made up especially to match the scarf shown on the same figure; comes in black, sable or Isabella (be sure to mention the color you want); handsomely trimmed with two large tails, two perfect heads and eight paws; the scarf and muff certainly make a handsome fur set, that will last a lifetime with the proper care. We wanted the reputation of offering the finest fox set ever put out at these low prices. Lined with satin to match; silk wrist cord. $12.50

Special Price for Set, consisting of Scarf 61D760 and Muff 61D761, } $24.95

The Seybold Four-Rod Embossing Machine

With Mechanical Feeding Device



Built in Four Sizes: 22x28, 26x33, 28x38 and 32x42 inches

Specially equipped for highest-class embossing on large sheets of labels and postal cards, calendars, catalogue and book covers, paper novelties, paper boxes, etc.

Guaranteed to give *absolutely perfect register* at a speed of from 840 to 1,200 impressions per hour, dependent upon the size and style of sheet being handled.

LET US SEND FULL PARTICULARS

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 426 South Dearborn Street.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

Bodoni Italic

Cast on Script Line

36 Point — 5 A $2 45 9 a $2 55 $5 00

CHARMING DESIGN MENTIONED
Magnificent Bodoni Italic Introduced
Exquisite Array of Legible Characters

30 Point — 6 A $2 10 11 a $2 20 $4 30

HANDSOME COMPLIMENTS RECEIVED
Meritorious Comments From Live Advertisers
University Drawings Mystified the Spectators

24 Point — 7 A $1 70 13 a $1 80 $3 50

INGENIOUS MECHANICS PRODUCING RESULTS
Energetic Journeymen Submitting Remarkable Devices
Modernized Printing and Bindery Machines Furnished

18 Point — 11 A $1 50 22 a $1 75 $3 25

STUDIED INTERESTING METHODS
Most Reliable Printing Material Secured
Forty Useful Christmas Novelties Drawn
Important Documents Returned Quickly

10 Point — 21 A $1 20 41 a $1 30 $2 50

PUBLISHER FOUND ADVERTISEMENT
Newspaper Reporter Gained Much Notoriety
Prominent Merchant Returned from Europe
Marvelous Improvements in Printing Offices
Strong Typographical Display Letter Shown
Praising Dignified Bodoni Italic Characters

14 Point — 16 A $1 45 31 a $1 55 $3 00

ARTISTS DESIGNED EXQUISITE SPECIMENS
Superintendents Praising Handsome Bodoni Italic
Original American Type Founders Company Face
Beautiful Pictures Delighted European Publishers

8 Point — 22 A $1 05 45 a $1 20 $2 25

MONSTROUS CROWDS RECEIVE SOUVENIRS
Eminent Lecturers Receiving Important Notification
Graceful Dancer Gains Fame Abroad During Spring
Intelligent Boy Student Learns Mathematics Rapidly
Noted Astronomer Discovers Star from Observatory
Handsome Gold Ring Remodeled by Young Jeweler

12 Point — 18 A $1 35 33 a $1 40 $2 75

WINDSTORM DESTROYED MODERN STRUCTURE
Eighty Prominent Compositors Returned South Monday
Greatest Steamships Entered Harbor After Perilous Trip
These Distinct Figures $1234567890 Became Established

6 Point — 28 A $0 90 55 a $1 10 $2 00

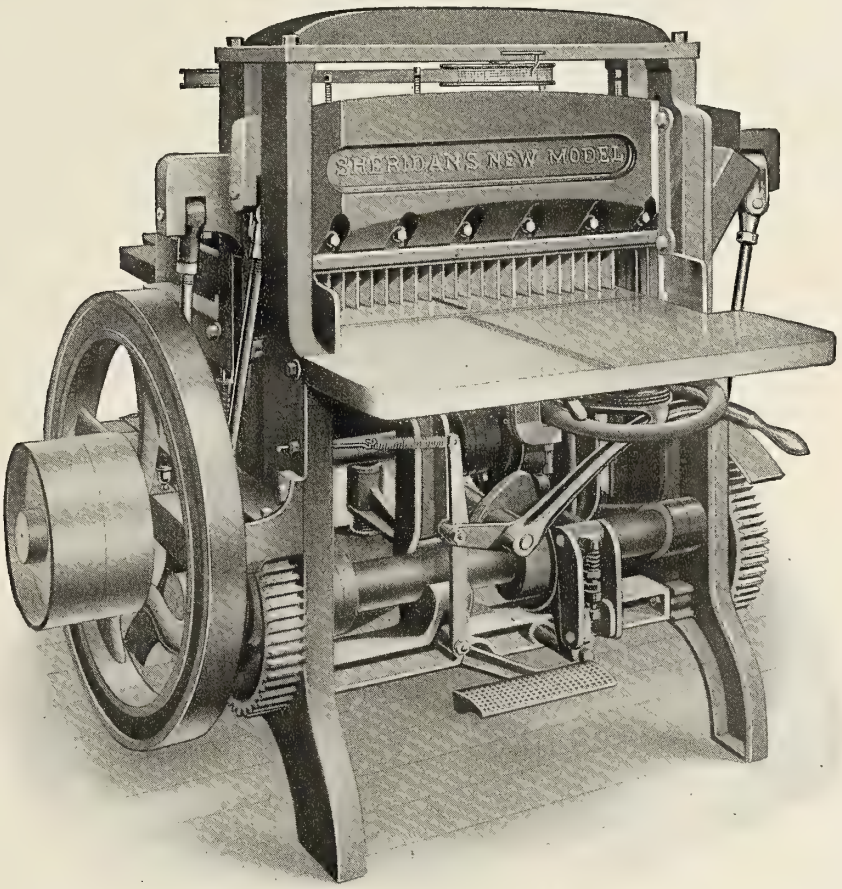
THE SENSIBLE IDEAS OF BODONI ON BEAUTIFUL PRINTING
Ambitious Printers Should Examine the Books of Giambattista Bodoni
The Beauty of All Letters Consists in Their Regularity and Clearness
Many Notions of this Old Master Printer Still Hold Good in Our Day
The Type Face Should Conform to the Taste of the People and Time
In All Art Printing the Known Beauty of the Letters will be Apparent
More Classical Reproductions $1234567890 Many Appropriate Designs

American Type Founders Company

ORIGINATOR OF THE BODONI FAMILY

Sheridan's New Model

Automatic Clamp—Improved—Up to Date



Write for Particulars, Prices and Terms

T. W. & C. B. SHERIDAN CO.

Manufacturers of Paper Cutters, Book Trimmers, Die Presses, Embossers, Smashers, Inkers, and a complete line of Printers' and Bookbinders' Machinery

NEW YORK . . . 56 Duane Street
CHICAGO . . 17 So. Franklin Street
LONDON . . 65-69 Mount Pleasant

CONVINCING!

THOS. B. NAYLOR,
President and Manager.

J. B. ROBINSON,
Vice-President and Secretary.

PHILADELPHIA PRINTING & PUBLISHING CO.

Printers and Publishers

COLOR WORK
MAGAZINES
CATALOGUES
BINDING
MAILING

WEEKLY AND MONTHLY PUBLICATIONS OUR SPECIALTY

612-614 Chestnut Street

PHILADELPHIA, PA., May 13, 1911.

The Dexter Folder Co.,
Philadelphia, Pa.

Gentlemen:-

We are delivering to your representative a signed contract for one more Automatic Cross Feeder for a number 1 Miehle press. Kindly push delivery along as rapidly as possible, as we are anxious to have it installed and running.

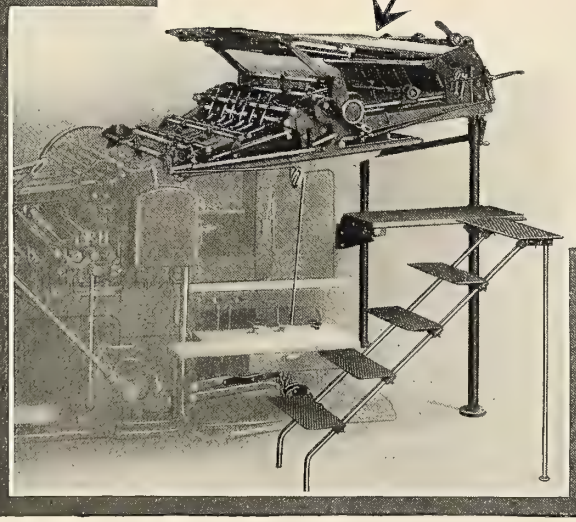
The best evidence of what we think of your feeder is shown by the fact that we are ordering another one within five days after the first one is installed and running. We have always known that they were good, but had no idea how good they really were. The first day that we had it running we increased our output 40 per cent, and have been keeping it up ever since. Not only have we been doing that, but we are cutting down considerably the cost of labor in handling.

We cannot speak too highly of the work your feeder is doing, and should be very glad to have you refer anyone in doubt to us. It took us just one day to find out how much we needed them in our business.

Very truly yours,

PHILADELPHIA PRINTING & PUBLISHING CO.,

Thos. B. Naylor
President.

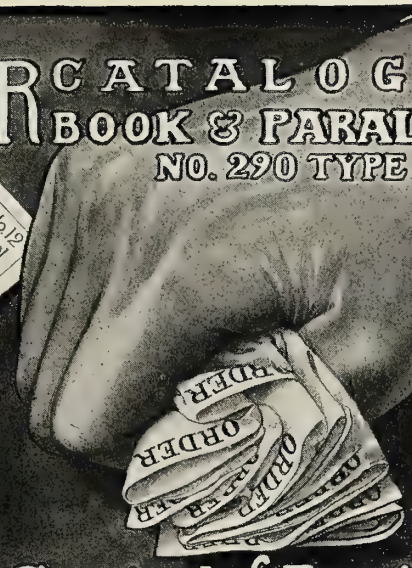


EXTER

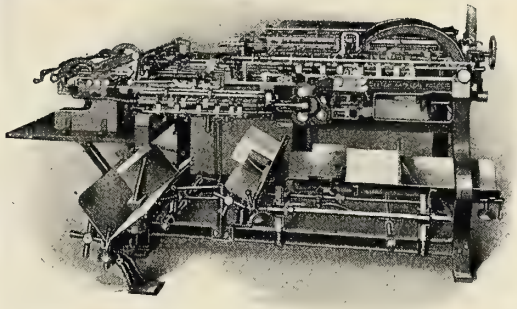
DEXTER CATALOGUE FOLDER

BOOK & PARALLEL

NO. 290 TYPE



Control of Business.



The machine that gives you control of the widest range of the business of your vicinity

Makes thirteen folds in right angle, parallel, oblong and special work

Attachments make it a *complete* right angle, parallel and oblong machine

Write for booklet

DEXTER FOLDER CO.

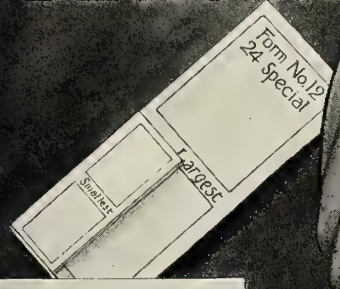
200 Fifth Avenue, NEW YORK — **431 South Dearborn Street, CHICAGO**

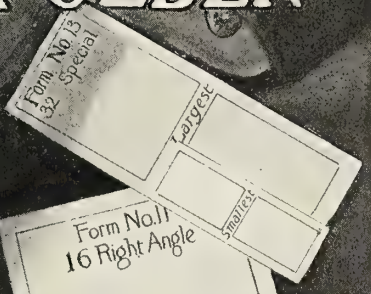
Fifth and Chestnut Streets, PHILADELPHIA

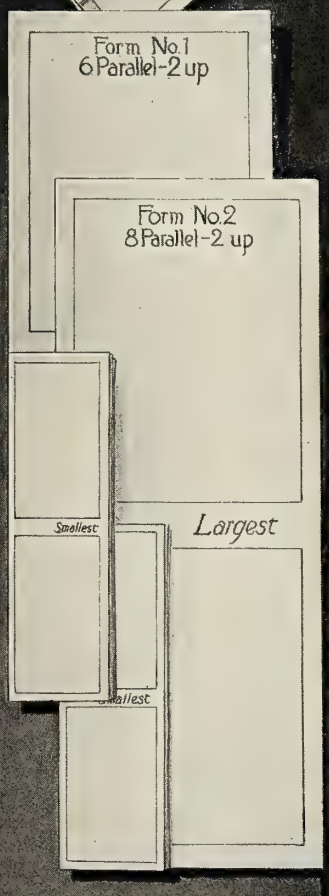
185 Summer Street, BOSTON — **Dodson Printers' Supply Co., ATLANTA, GA.**

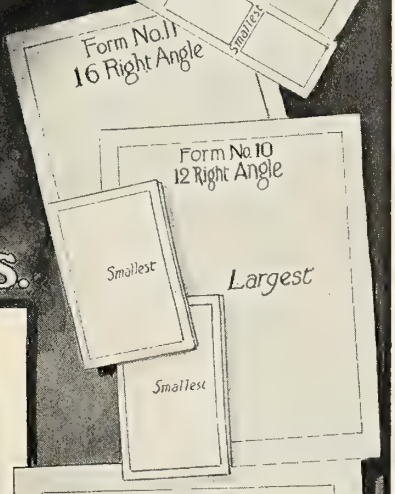
Brintnall & Bickford, 568 Howard Street, SAN FRANCISCO

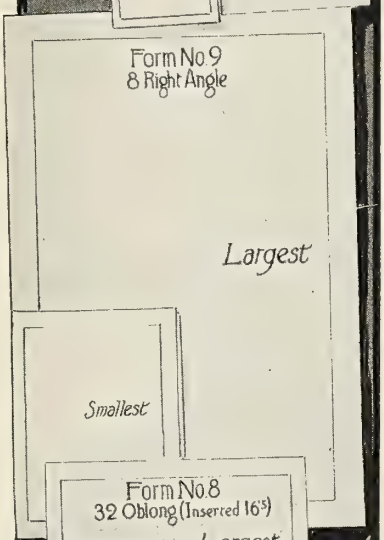
T. W. & C. B. Sheridan, LONDON, ENGLAND — **The J. L. Morrison Co., TORONTO, CANADA**

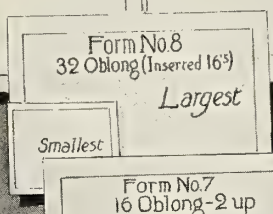


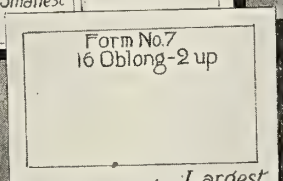


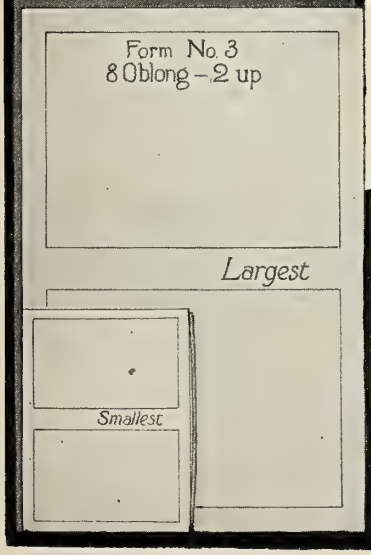


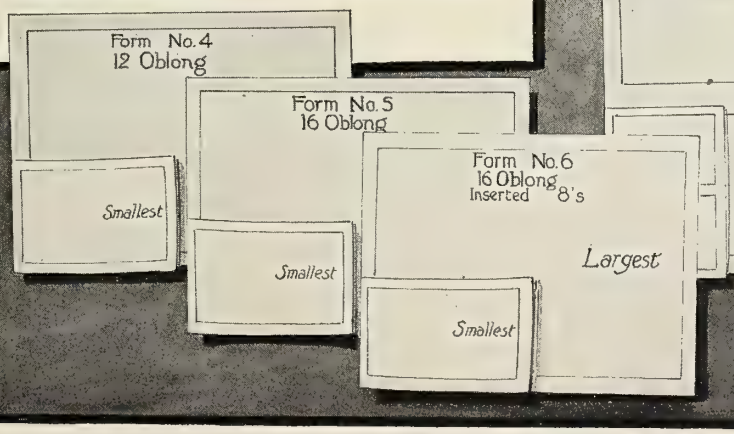












ATTENTION

is what you want as an advertiser when your catalog or announcement reaches your customer. Without attention your entire investment in printing is lost.

You can now obtain Imported Cover Papers in such attractive colors and interesting textures that they at once have the highest ATTENTION value. The use of these covers will add greatly to the efficiency of your advertising.

Write for particulars
about Imported Covers and other
novelties in papers

O. M. STEINMAN, *Importer*

96 BEEKMAN STREET, NEW YORK

ENGRAVING DEPARTMENT

FORMERLY
THE
INLAND-WALTON
ENGRAVING CO.

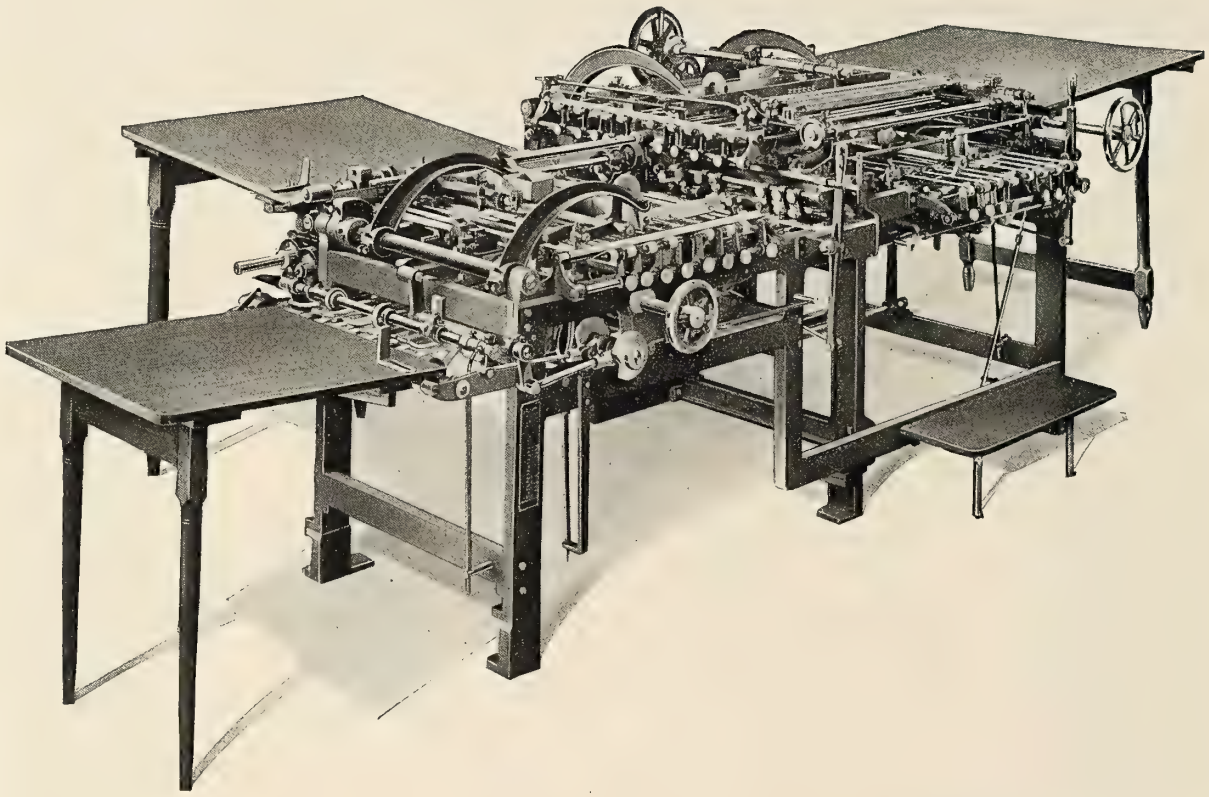
The HENRY O. SHEPARD C.O.

DESIGNERS
ENGRAVERS
ELECTROTYPERS

632 SHERMAN ST.
CHICAGO, ILL.

THE HENRY O. SHEPARD COMPANY · CHICAGO · THE INLAND PRESS

New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

MADE BY

Brown Folding Machine Co.

Erie, Pa.

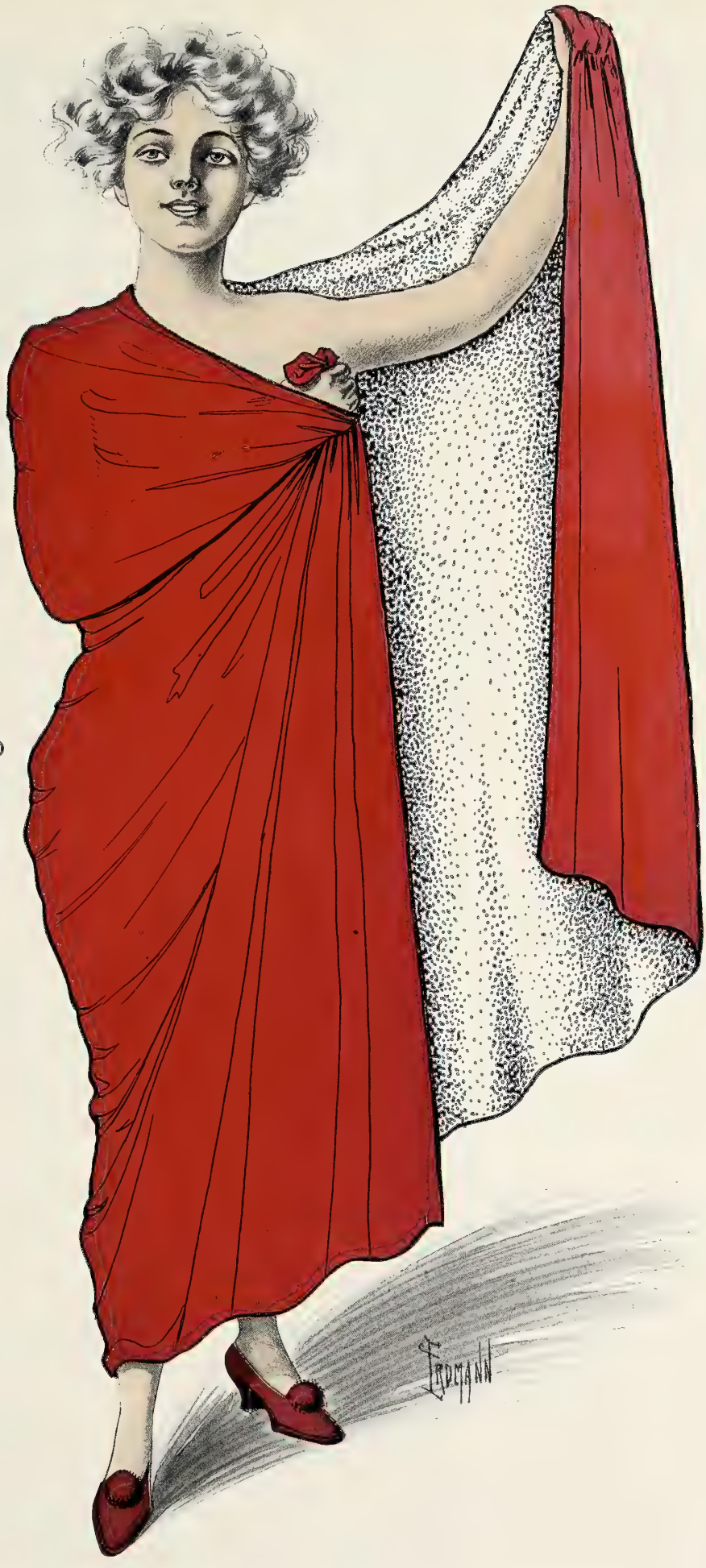
Chicago
345 Rand-McNally Building

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

CRITERION RED

Number **4540**



HAS GREAT
COVERING
CAPACITY

THE QUEEN CITY PRINTING INK CO.

CINCINNATI
PHILADELPHIA
DALLAS

CHICAGO
KANSAS CITY
ROCHESTER

BOSTON
MINNEAPOLIS
DETROIT

SPEEDLIMIT

BLACK-INK

(MEANS ALL THE NAME IMPLIES)







IF YOU ARE **SCEPTICAL** READ THIS.

THIS PAGE WAS PRINTED 1500 PER HOUR WITHOUT **SLIP SHEETING.** THE INK WAS ALLOWED TO **STAND** THREE HOURS AND DID NOT DRY ON **PLATES** OR ON THE ROLLS.

SPEEDLIMIT BLACK INK **WILL GO FARTHER** THAN ANY **HALF-TONE** ON THE MARKET. IT HAS **SPECIAL QUALITIES** MERITING A TRIAL.

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, PHILADELPHIA, DALLAS,
CHICAGO, KANSAS CITY, ROCHESTER,
BOSTON, MINNEAPOLIS, DETROIT.

Ten Thousand Dollars a Year

MR. PRINTER, are you getting this amount clear out of your business? If not, this story will interest you. If you are, it will surprise you.

IN the Fall of 1908 a certain party conceived the idea that there was room for a specialty printing business in New York City. He made a very modest beginning with one automatic machine in an inexpensive loft. He was soon working three shifts, twenty-four hours a day, so in three months installed his second machine. Soon both were running night and day, so two more presses were installed. He has long since outgrown his original quarters and now has a modern plant and has plans out for his own fireproof factory. Of course, he was a hustler, but you must admit that his selection of a press had a good deal to do with his success. Recognizing that his equipment must be the best that could be procured, fast, capable of turning out good work and economical, he made a careful examination of all the presses on the market and installed the New Era Press. His four presses of this make do not exceed in value $12,000.00. Can you derive such a revenue from an equal amount of equipment?

I have withheld the printer's name, but I will be pleased to furnish it to any printer sufficiently interested to call and inspect these machines in operation, as this is a true story and is only one of a series of illustrations that I can give, showing the possibilities of this press.

Are you sufficiently interested to wish to know more about this press and its possibilities? If so, we will be very pleased to send you a catalogue, giving cuts and full description.—*The Regina Company, 217 Marbridge Bldg., 47 West 34th Street, New York City, Henry Drouet, Sales Agent.*



PICTURES have always been the only language that persons of all nations and all ages could understand. A picture with a brief description is a better presentation of any article than pages of eloquence in type.

Every circular or catalog is intended to be a silent salesman. Like the man, it may be genteel and high grade—**a real selling force,** or by its inferiority, misrepresent the superior article it advertises.

Making pictures—**CUTS**—for all illustrating and advertising purposes—is our business.

Without enumerating the different kinds and grades of engravings, the point we wish to emphasize is, that we have unexcelled facilities and capacity for executing large or small orders for any style of cuts or plates for use on the printing press.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

701-721 South Dearborn Street, - CHICAGO

Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a nickelsteel "GLOBETYPE."

Elapsed Time Records



The best modern accounting practice requires that the cost of labor as well as material shall be posted against each job *daily*, instead of in bulk when the job is completed; thus enabling the management to get a daily report of the cost of work in progress, also supplying data for settlement of insurance in case of a fire.

Calculagraph records of Elapsed Time or actual working time are made in the most convenient form for such daily entries.

Elapsed time records made by the Calculagraph also furnish the most reliable data for making up pay-rolls.

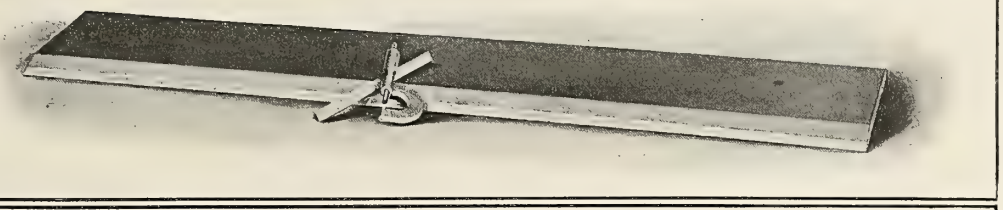
One set of such records may be used for both jobwork and pay-roll time by simply reassorting cards and adding records. Thus the use of an "in and out" time-of-day recorder may be dispensed with.

ASK FOR OUR BOOKLET, "ACCURATE COST RECORDS"

Calculagraph Company

1460 Jewelers Building
New York City

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

NEW YORK OFFICE—W. E. ROBBINS, 21 Murray Street
Phone, 6866 Barclay

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	1830 to 1905

COES is Always Best!

Best Machine

American Model 31—6 Wheels, $6.00

Steel Throughout

Every machine thoroughly tested in a printing-press and guaranteed

ACCURATE

American Numbering Machine Co.

291 Essex St., Brooklyn, N. Y.
160 Washington St., Chicago, Ill.
2 Cooper St., Manchester, England.



№ 12345

Impression of Figures.

Lowest Price

Thousands in use
Try one and be convinced

American Model 30

5 Wheels **$5.00**

Fully Guaranteed

In stock and for sale by

Dealers Everywhere

JENNEY

UNIVERSAL TYPE MOTORS

Are the High-Grade Standard for All Printing Machinery

AMERICAN ROTARY VALVE CO.
SUCCESSORS TO
Jenney Electric Mfg. Co.

GENERAL OFFICES
156 No. Dearborn St., Chicago

FACTORY
Anderson, Ind.

VACUUM CLEANING MACH'Y — AIR COMPRESSORS

IF YOU WANT TO BUILD A TRADE WITH THE FRENCH PRINTERS

SEND YOUR CATALOGUES AND TERMS TO THE

FONDERIE CASLON
(PARIS BRANCH)

THE LEADING IMPORTERS OF

AMERICAN MACHINERY

FOR THE FRENCH PRINTING TRADE.

(Shipping Agents: The American Express Company.)

FONDERIE CASLON, 13, Rue Sainte Cecile, PARIS



Danish Ledger

WRITES WELL
RULES WELL
ERASES WELL

To those who desire a high-grade ledger at a moderate price, we recommend DANISH LEDGER. Send for new sample-book.

LIST OF AGENTS

Miller & Wright Paper Co., New York city
Hudson Valley Paper Co., Albany, N. Y.
Wilkinson Bros. & Co., Philadelphia, Pa.
B. F. Bond Paper Co., Baltimore, Md., and Washington, D. C.
Tileston & Livermore Co., Boston, Mass.
R. H. Thompson Co., Buffalo, N. Y.
Donaldson Paper Co., Harrisburg, Pa.
Chope Stevens Paper Co., Detroit, Mich.
Crescent Paper Co., Indianapolis, Ind.
O. W. Bradley Paper Co., St. Louis, Mo.

MANUFACTURED BY

B. D. RISING PAPER CO.

HOUSATONIC, BERKSHIRE COUNTY,
MASSACHUSETTS.

The Miller Saw-Trimmer

A Standardizing Machine for the Printer

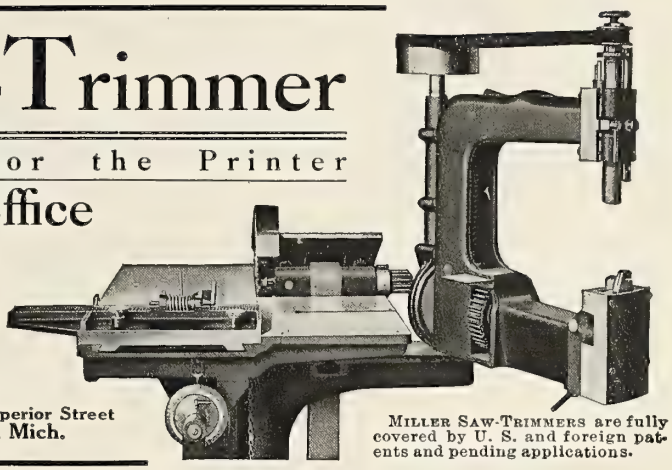
Down in your business office

You standardize material with the typewriter. Why not use a standardizing machine in your composing-room?

There's where help costs.

Easy to operate. Easy to buy. Easy to pay for.
Freight paid anywhere in U. S. A.

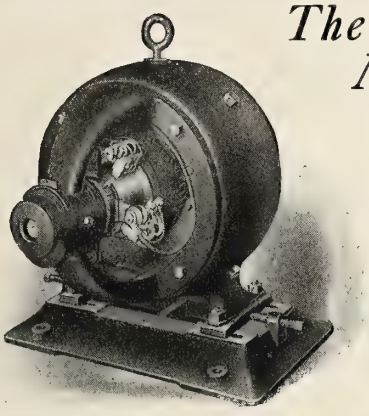
Miller Saw-Trimmer Co., 815 East Superior Street Alma, Mich.



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

Reduce Your Production Cost

by installing economical motor power. There's a big saving to be realized in this one item of production alone—and the printer should look well to this important feature.



The Peerless Motor

supplies (by test) the greatest power at the least cost. It is built for full day every-day service and gives it.

Peerless motors are built along lines of scientific construction, based upon the knowledge of what is required of each motor—therefore our motors are made for all printing machinery, supplying the exacting service required, and are sold at the right price.

We have a booklet of interesting information on the motor subject. Best mail request for it.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 452 Monadnock Bldg. NEW YORK, 43 West 27th Street

And All Principal Cities

READ WHAT

Ward & Shaw, *Cleveland, Ohio*

Have to Say About

The American Folder

September 1, 1911

The American Folding Machine Co.,
Cleveland, O.

Gentlemen—You have asked us to give you our candid opinion in regard to the American Folding Machine which you placed in our factory last February on a thirty-day trial, and for which we paid you March 16th. Before we allowed you to install this machine we were prejudiced as regards to what it would do; you claim so much for it.

After operating it for two weeks, we were so well pleased with it that we decided to keep it, but did not tell you so. We now take pleasure in stating that for the price we think it is the *best money-making machine* we have in our plant. In addition to being a good investment it is a great relief to be able to do away with hand-folding.

You should have no trouble whatever in placing this machine in every *well-managed* printing plant in America.

Yours very truly,

(Signed) T. C. Ward WARD & SHAW

The American Folding Machine Company, Cleveland, Ohio

(Booklet and other descriptive matter sent on application)

GEO. E. CRANE Prest & Mgr. Phone Harrison 4377 JNO. DRURY Secy & Treas.

CHICAGO ROLLER CO.

MANUFACTURERS OF

PRINTERS' ROLLERS

618-620 SHERMAN ST. CHICAGO, ILL.

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

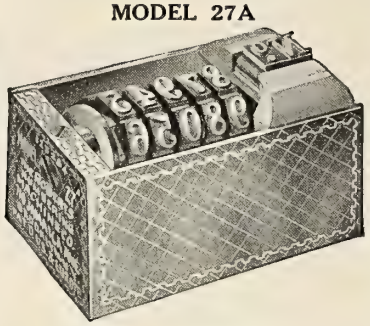
TELEPHONE, HARRISON 7185

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

No 12345

FAC SIMILE IMPRESSION

Size 1½ x 15/16 inches

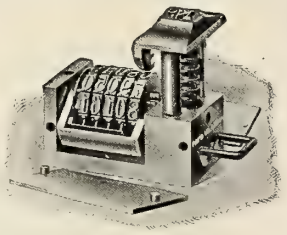
ROBERTS' MACHINES

UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward



The Many-Sided Potter Proof Press

is the machine that has opened the eyes of printers as to what a proof press really should be.



The Potter is not only right in principle, but is designed on our ideas of "stronger than necessary" construction, that means the highest grade of work for a maximum time with a minimum of repairs. It is this construction that has made a record of 400 machines sold with only 20 cents repairs.

It will pay you to investigate the Potter. It is the modern method of proof-taking. Perfect proofs in half the time. Register proofs of process plates or galley proofs of linotype matter both can be done better on the Potter. Let us tell you why. The Potter is made in four sizes, 10 x 25 to 25 x 32, either with or without automatic inking device.

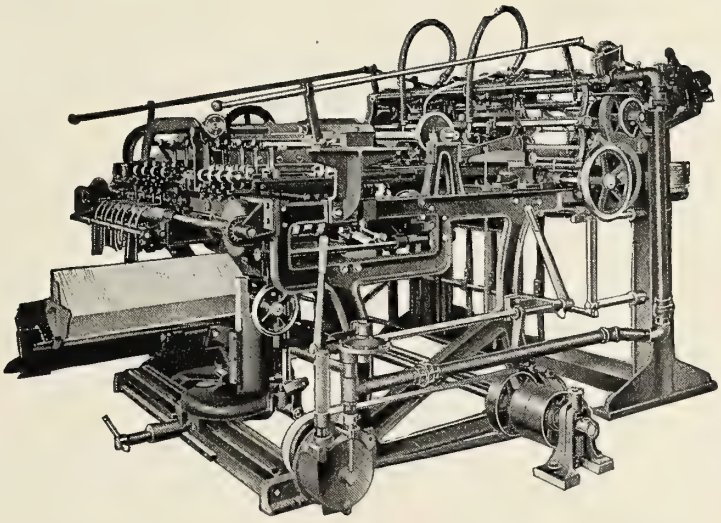
Send for full information and samples

SOLE MANUFACTURERS

A. F. WANNER & CO.

Sold by Dealers Everywhere **341 So. Dearborn St., Chicago**

THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35x48 to 14x21 inches.

THE PRICE IS IN THE MACHINE.

CHAMBERS BROTHERS CO.
Fifty-second and Media Streets, Philadelphia, Pa.
Chicago Office: : : : : : : : 524 West Jackson Boulevard

Bookbinders *and* Printers

will be interested to know of our rapid mail order service and our ability to supply them with the highest grade of the following specials:

XXD Gold Leaf, Long Edge, Stamping Ledger Dark Usual, Dark Pale, Aluminum Leaf, and Composition Leaf

Gold and aluminum leaf sold in any quantities from one book up. Large facilities for smelting gold waste, rubber, rags and cotton *Send for Catalogue*

ESTABLISHED 1867

JULIUS HESS COMPANY
1411-1427 Greenwood Terrace Chicago, Ill.

Eagle Printing Ink Co.
24 Cliff Street :: New York

¶ Manufacturers of the Eagle Brand **Two-Color, Three-Color** and **Quad Inks** for **Wet Printing. Inks** that retain their **Full Color Value** when printed on Multicolor presses.

Western Branch:
705 S. Dearborn Street, Chicago.

Factory:
Jersey City, N. J.

Worth More Than Its Selling Price

This is the decision of the knowing printers and users who have closely studied the merits of our Bond Paper.

MARQUETTE BOND

is a practical bond made according to our directions in a quality that takes the place of a more expensive paper, yet supplies the same satisfactory service. Its fine texture, perfect surface, good strength, all contribute for remarkable results to be accomplished in printing, embossing, offset or lithographic work.

MARQUETTE BOND

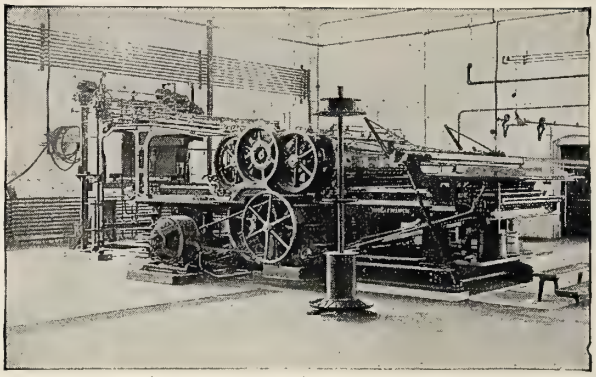
is a paper for all purposes, all departments, and therefore a popular and economical bond paper for the business man or business firm of today.

We will gladly send specimen samples to responsible printers provided request is made on their letter-head.

We carry a full line in all sizes and weights, white and eight colors, for immediate shipment, including 22 x 34-26, also white and in eight colors

Swigart Paper Company

653-655 South Fifth Avenue Chicago, Ill.



Westinghouse Motor Driving 2-color Miehle Press

Get rid of your shafting and belts by using

Westinghouse Motors

direct connected to your presses and other printing machines. The application of electric motors direct to machines puts an end to all transmission troubles and losses, and does away with all the dirt and grease attending mechanical drive.

Westinghouse Electric & Mfg. Co.

East Pittsburg, Pennsylvania

Quality—Service

BRISLANE-HOYNE COMPANY

Electrotypers
Nickeltypers

412-414-416 South Dearborn Street
Chicago

OUR PLANT IS ENTIRELY NEW AND EQUIPPED WITH ALL OF THE LATEST IMPROVED MACHINERY ESSENTIAL TO THE PRODUCTION OF HIGH-GRADE PRINTING PLATES

Special Attention to Country Orders

Printing Ink for Nothing!

ENEU BLACK

Saves slip sheeting; this expense is equal to cost of Ink. Why spend money twice? Save cost of slip sheeting and

ENEU BLACK COSTS NOTHING

CHAS. ENEU JOHNSON & CO.

Philadelphia
San Francisco
Cleveland
Baltimore
St. Louis
Chicago
New York
Boston



THIS INSERT is printed with

Eneu Black

under regular printing conditions, without slip sheets, by a commercial printer.

Chas. Eneu Johnson & Co.

PHILADELPHIA
CHICAGO
CLEVELAND

SAN FRANCISCO
NEW YORK

ST. LOUIS
BALTIMORE
BOSTON

Thalmann Printing Ink Co.

MANUFACTURERS OF

LITHOGRAPH AND LETTERPRESS

INKS

PROCESS INKS & INKS FOR OFFSET PRESSES
BEST GRADES IN ALL SHADES OF COLORS

STEEL AND COPPER PLATE INKS

Our Electric Annihilator a Benefactor for Pressmen

HOME OFFICE

212 Olive Street, ST. LOUIS, MO.

DEPOTS

Chicago, Ill., 711 S. Dearborn St.
Kansas City, Mo., 600 Delaware St.
Nashville, Tenn., 222 N. Second St.
Memphis, Tenn., 73 Union Ave.
New Orleans, La., 535 Magazine St.

1400 Printing Plants

in all parts of the world are using the

Mechanical Chalk Relief Overlay

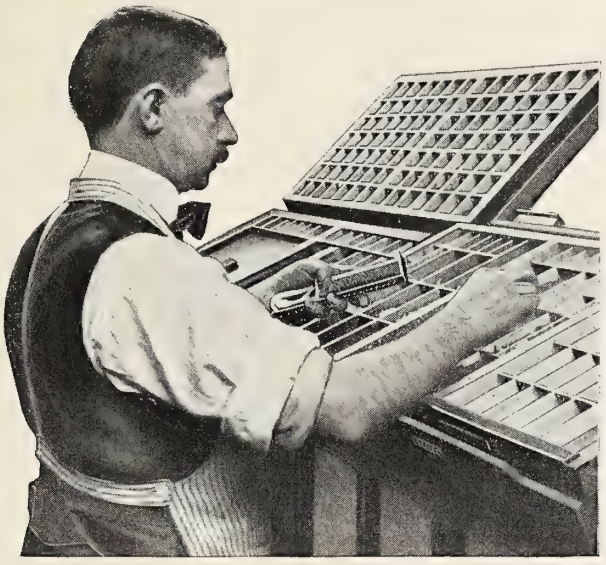
Why?—Because the maximum grade of half-tone printing is secured with its aid, at the minimum cost of overlay production.

FOR SAMPLES, SHOPRIGHT-TO-MANUFACTURE CHARGE, ETC., ADDRESS

WATZELHAN & SPEYER

183 William Street, New York

Why Every Printer Should Be an Advertising Man



There are three sources of advertising—the personal conference, the written letter and the printed word. Of these the printed word is the greatest factor in commercial advertising. For that reason, every printer should be an advertising man. Many of the most successful advertising men of to-day began at the case or press.

A good printer has within him the natural instincts of advertising. He studies display and effect with the idea of attracting attention. Without the printer's ability, the writer of advertising would be almost helpless.

Now, why not combine the qualifications of printing and writing, and then to this combination add all the other requisites essential to advertising?

The International Correspondence Schools rank among the largest advertisers in this country. Certainly there are no more successful advertisers than the I. C. S. They are credited with having the best advertising statistics of any concern in the world. They operate one of the largest, if not the largest, printing plants in the world, and consequently understand the printer's ability, and what is required to make him more successful.

With twenty years' experience as a basis, they have prepared an Advertising Course covering every fundamental feature of advertising, including Type Display, Copy Writing, Follow-up Systems, Managing Advertising Appropriations, Illustrating, Mediums, Catalogue and Booklet Writing, each subject being treated by an expert.

To learn more about the I. C. S. Course of Advertising, fill in and mail the attached coupon

International Correspondence Schools
Box 1207, Scranton, Pa.

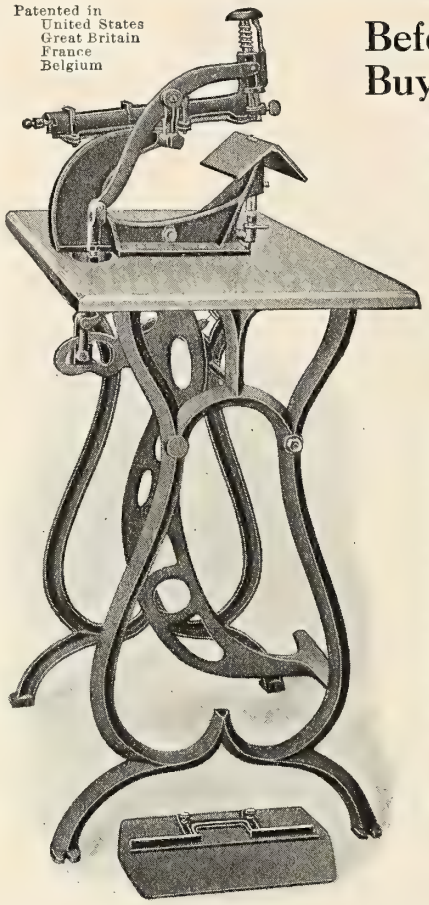
Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____

Patented in
United States
Great Britain
France
Belgium



Before You Buy Another—

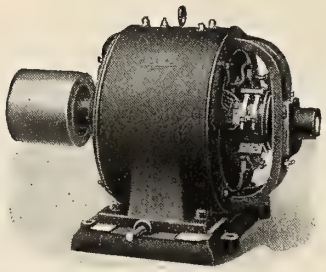
Suppose you investigate the many *new* and *valuable improvements* found in

The Acme Binder No. 6

You want a Stapler that is accurate and dependable at the right price. The "Acme" keeps down your cost of production. It is equipped with all the up-to-the-minute advantages. For sale by printers' supply houses throughout the United States. Send for full particulars. Write

The Acme Staple Machine Co., Ltd.,
112 North Ninth St.,
Camden, N. J.

The Green Data Book



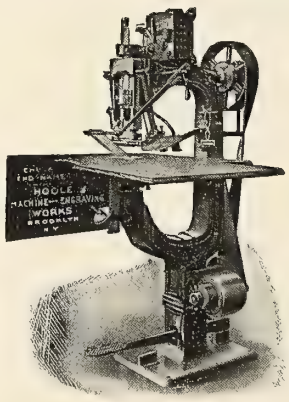
A compilation of facts and figures culled from many of the largest printing plants in the country. A clear, concise statement of a printer's wants in connection with his motor equipment. Contains information of great value to printers, and shows how to reduce operating expenses.

WRITE FOR A COPY

The Triumph Electric Co.
Cincinnati, Ohio

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street
BROOKLYN, N. Y.



"Hoole" Check End-Name Printing Machine

A Job of 500 End-Names can be set up and run off on the "HOOLE" Check End-Name Printing Machine at a cost of nine cents, and the work will equal that of the printing-press. Let us refer you to concerns who are getting the above results.

Manufacturers of

End-Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

Inks that are used in every country where printing is done.

Kast & Ehinger
Germany

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

INKS

DRY COLORS, VARNISHES

SPECIAL OFF-SET INKS

The World's Standard Three and Four Color Process Inks

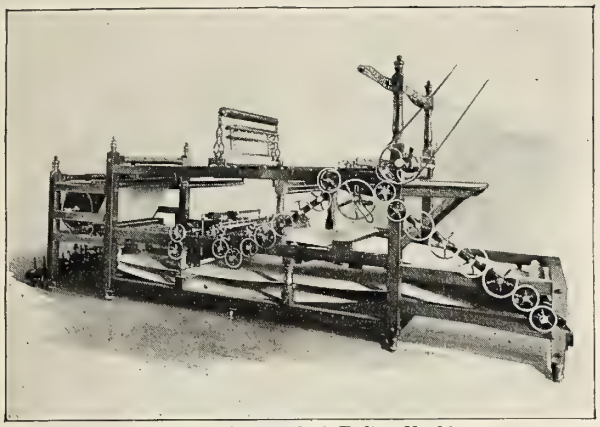
Gold Ink worthy of the name

Originators of Solvine

Bi-Tones that work clean to the last sheet

New York
154-6-8 W. 18th Street
Hellmuth Building

Chicago
New No. 605-7-9 S. Clark St.
Poole Bros. Building

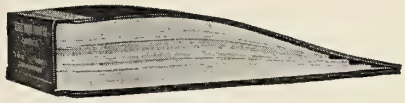


Style "C"—Double-deck Ruling Machine

HICKOK
Paper-Ruling Machines
AND
Ruling Pens
Bookbinders' Machinery

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.
ESTABLISHED 1844 INCORPORATED 1886
MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

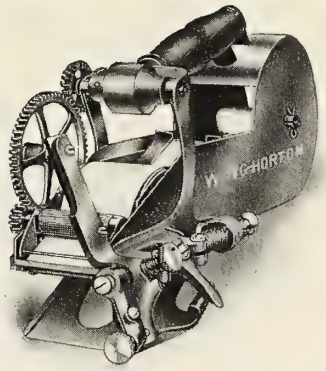
JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO



"They Are Going Some"

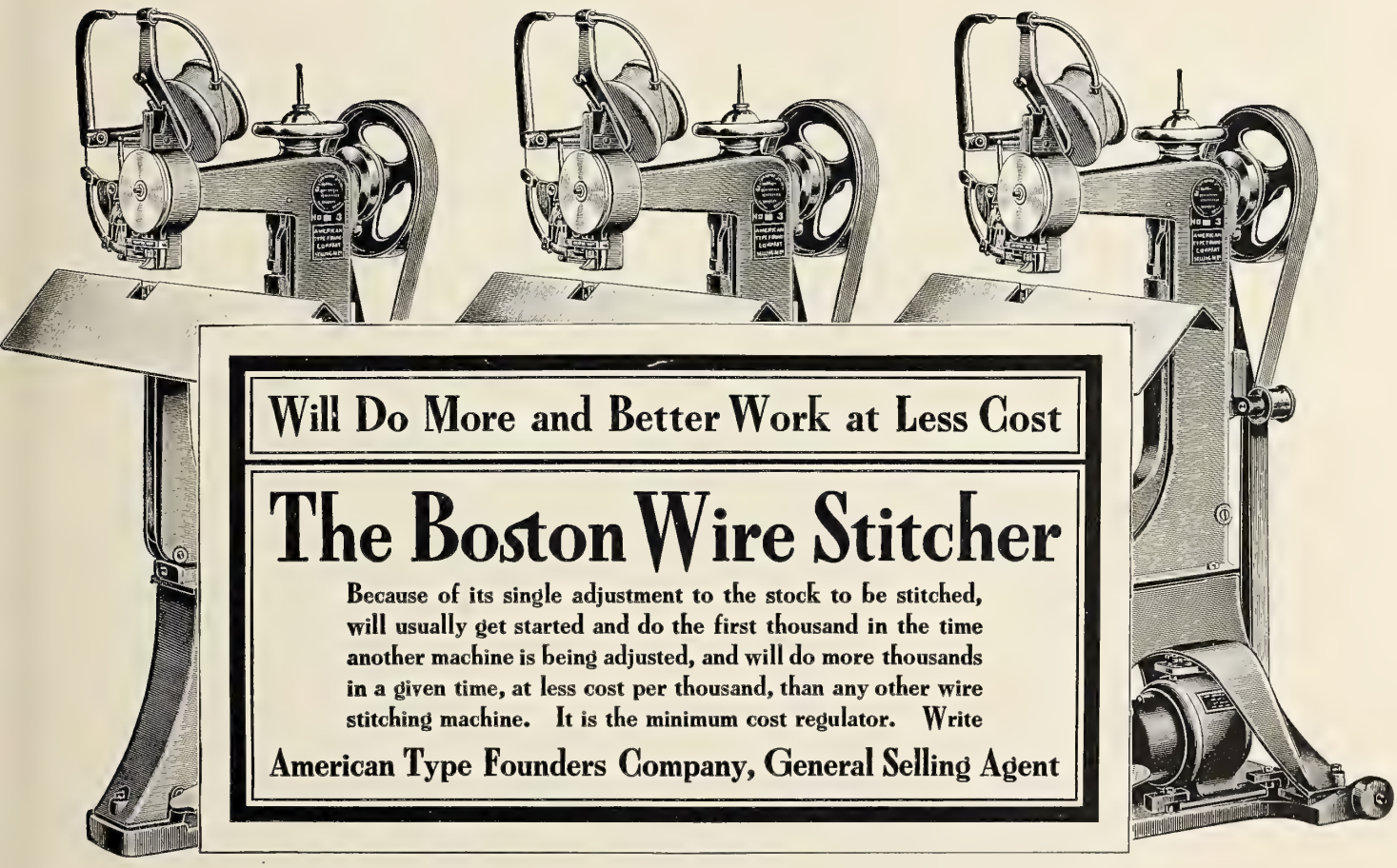
Six hundred and twenty-two **Wing-Horton Mailers** were sold in 1910.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.



Will Do More and Better Work at Less Cost

The Boston Wire Stitcher

Because of its single adjustment to the stock to be stitched, will usually get started and do the first thousand in the time another machine is being adjusted, and will do more thousands in a given time, at less cost per thousand, than any other wire stitching machine. It is the minimum cost regulator. Write

American Type Founders Company, General Selling Agent

1,000 Magazines for Fifty Cents

GATHERED, STITCHED AND COVERED

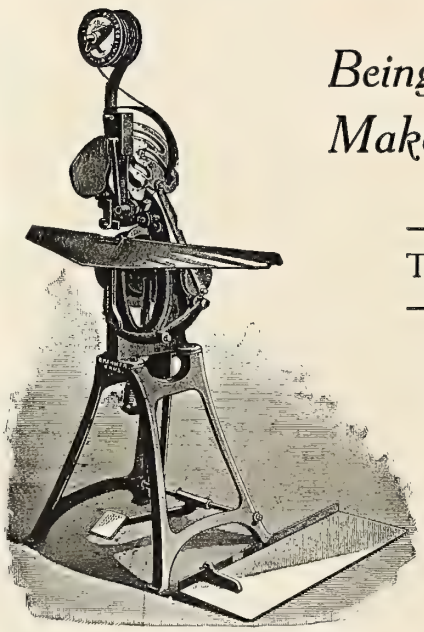
Labor	(1) operator		$3.00	
	(1) operator assistant		1.50	
	(2) good feeders		3.00	
	(1) good feeder assistant		1.00	
	(1) good take-off		1.50	
			$10.00	
Per M				$0.3703
Fixed interest		on $8,000 6%	$1.60	
Charges, insurance		" " 2%	.54	
Depreciation		5%	1.33	
Supt.		½%	.12	
			$3.59	
Per M.				$0.1330
3,000 books per hour X 9—27,000 books per day				$0.5033

GEO. JUENGST & SONS, Croton Falls, New York.

WE HAVE NO AGENTS

There Are More "BREHMER" Wire Stitchers

Being Used Than All Other Make Machines Combined

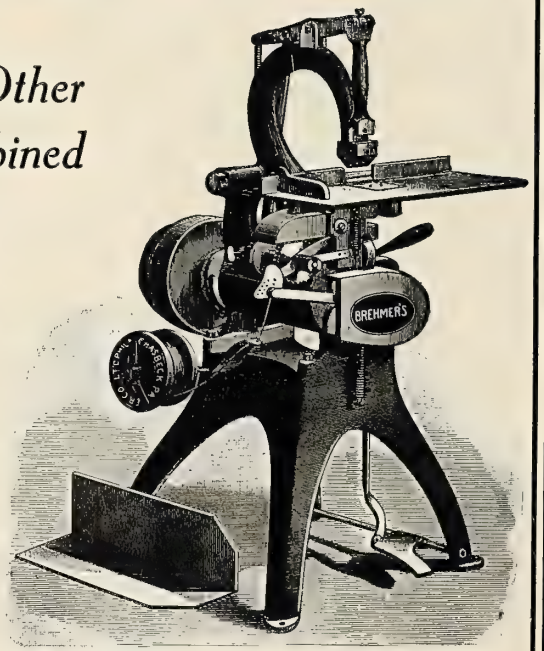


No. 33. For Booklet and other General Printers' Stitching.

THERE'S A "BECAUSE"

CHEAPEST
QUICKEST
MOST ACCURATE

WRITE OUR
"SERVICE BUREAU"



No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA

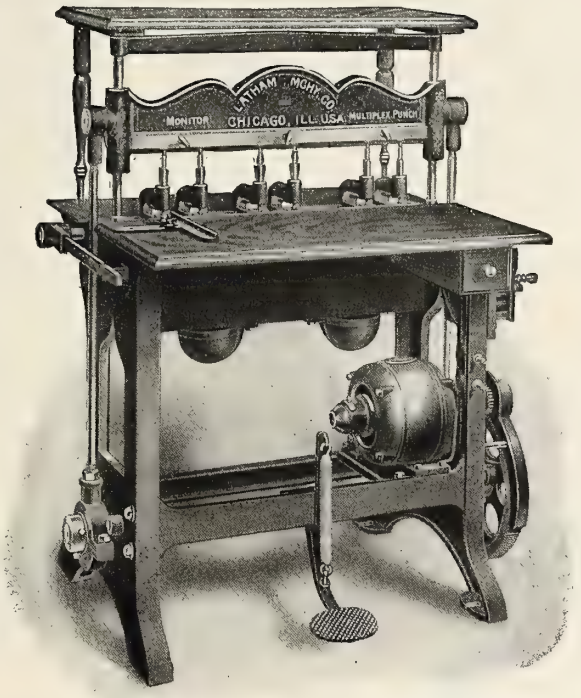
609 CHESTNUT STREET

CONSIDER *the* FUTURE

"By the time I had spent $120 for Punches, my machine, which cost $100, was worn out," said one man, and it is the experience of many. Buy a *Monitor*—it will last a lifetime, and every additional Punch is an asset.

Monitor Bench Punches, Wire Stitchers, Perforators, Embossers, Standing Presses, Paging and Numbering Machines, Creasers and Scorers, Job Backers, Table Shears, etc.

We furnish complete bindery outfits—Write us for Estimates



Monitor Power Multiplex Punch

LATHAM MACHINERY COMPANY

NEW YORK
8 Reade Street

CHICAGO, 306-312 Canal Street

BOSTON
220 Devonshire St.

Critical Tests Prove Our Claims

We ask no odds nor do we take a back seat when it comes to the *final test* of what our two-revolution press will accomplish. Compare the increased product and reduced cost accomplished by our press and this one proof alone will convince the skeptical.



Swink High-Grade Two-Revolution Press

is scientifically constructed and no one part, large or small, passes into its construction without *thorough* inspection, so that its working parts are dependable, accurate and continue to work with the same satisfaction as the works of a standard watch. Its uniform high speed of an average of 2,400 impressions per hour is all that can be desired. Built for hard service; entire structure free from technical or complicated parts; its register is absolute, the impression certain.

INVESTIGATE THIS PRESS BEFORE BUYING NEW EQUIPMENT

The Swink Printing Press Company

Factory and General Offices
DELPHOS, OHIO

The BEST and LARGEST GERMAN TRADE JOURNAL for the PRINTING TRADES on the EUROPEAN CONTINENT

Deutscher Buch- und Steindrucker MONTHLY PUBLICATION

Devoted to the interests of Printers, Lithographers and kindred trades, with many artistic supplements. ¶ Yearly Subscription for Foreign Countries, 14s. 9d.—post free. Sample Copy, 1s.

Deutscher Buch- und Steindrucker
ERNST MORGENSTERN
19 DENNEWITZ-STRASSE - - - BERLIN, W. 57, GERMANY

The American Pressman

A MONTHLY TECHNICAL TRADE JOURNAL WITH 20,000 SUBSCRIBERS

Best medium for direct communication with the user and purchaser of Pressroom Machinery and Materials

ONE DOLLAR PER YEAR

Second National Bank Building, CINCINNATI, OHIO

Bishop's Order Book and Record of Cost

¶ The simplest and most accurate book for keeping track of all items of cost of every job done. Each book contains 100 leaves, 10x16, printed and ruled, and provides room for entering 3,000 jobs. Strongly bound, price $3.00. Fourth edition.

SOLD BY

The Inland Printer Company
Chicago

METALOGRAPHY

HOW TO PRINT FROM METALS
By Chas. Harrap

Treats of the nature and properties of zinc and aluminum and their treatment as printing surfaces. Thoroughly practical and invaluable alike to the expert and to those taking up metal-plate printing for the first time. Full particulars of rotary litho and offset litho methods and machines; details of special processes, plates and solutions. The price is 3/- or $2.00, post free.

To be obtained from
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago

Metal Plate Printing

Price, $2.00 Postpaid.

A text-book covering the entire subject of Printing in the Lithographic manner from Zinc and Aluminum Plates. Complete from graining the plates to producing the printed sheet.

PUBLISHED BY
THE NATIONAL LITHOGRAPHER
150 Nassau Street, New York City
The Only Lithographic Trade Paper Published in America.
Subscriptions, $2.00 per year. Foreign Subscriptions, $2.50 per year.
Single copies, twenty cents.

The Best Special Works for Lithographers, Etc.

ARE THE

ALBUM LITHO—26 parts in stock, 20 plates in black and color, **$1.50** each part.
AMERICAN COMMERCIAL SPECIMENS—three series, 24 plates in color, **$3.50** each series.
TREASURE OF GRAPHIC ARTS—24 folio plates in color, **$4.50.**
TREASURE OF LABELS—*the newest of labels*—15 plates in color, **$3.00.**
"FIGURE STUDIES"—by Ferd Wüst—second series, 24 plates, **$3.00.**

AND THE

FREIE KÜNSTE
—SEMI-MONTHLY PUBLICATION—

This Journal is *the best Technical Book for Printers, Lithographers and all Kindred Trades.* Artistic supplements. Yearly subscription, **$3.00,** post free; sample copy, **25 cents.**

PUBLISHED BY
JOSEF HEIM - - - - - - Vienna VI./1 Austria



PRIOR'S AUTOMATIC
Photo Scale
SHOWS PROPORTION AT A GLANCE

No figuring—no chance for error. Will show exact proportion of any size photo or drawing—any size plate.

SIMPLE—ACCURATE.

Being transparent, may be placed upon proofs of cuts, etc., and number of square inches determined without figuring. **Price, $2.00.** Sent postpaid, on receipt of price, by

The Inland Printer Co.
632 Sherman Street CHICAGO
1729 Tribune Building, NEW YORK

Established January, 1894.

THE PROCESS ENGRAVER'S MONTHLY
THE PROCESS PHOTOGRAM — ESTABLISHED JAN 1894

Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, $2 per annum.

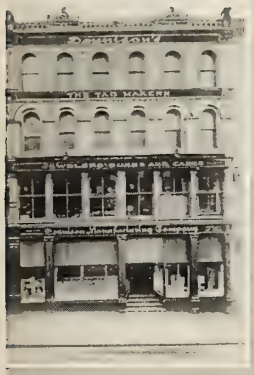
GEO. ROUTLEDGE & SONS, LTD. { 68-74 Carter Lane / Ludgate Hill } LONDON, E. C.

AMERICAN AGENTS:
SPON & CHAMBERLAIN, 123 Liberty Street, NEW YORK



Dennison
Gummed Paper

The Standard for Years

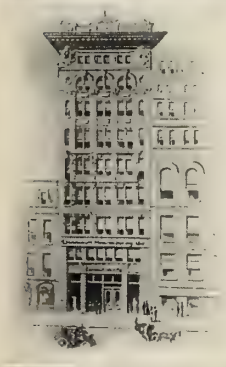




Extreme care in manufacture is a Dennison characteristic, particularly noticeable in the quality of Dennison Gummed Paper. Our experience as printers of Gummed Labels reminds us daily that a label to accomplish its purpose must stick **quickly** and **permanently.**

We offer for this purpose our three grades:

STANDARD—Heavily Gummed
CROWN—Medium Fish Gumming
EAGLE—Dextrine Gummed



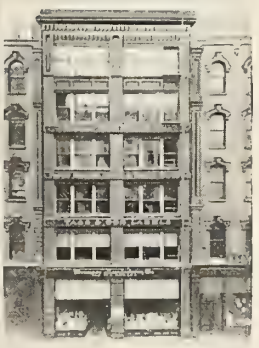


Write us for Samples and Prices

Dennison Manufacturing Company

THE TAG MAKERS





Stores at

BOSTON
26 Franklin Street
CHICAGO
62 E. Randolph Street

NEW YORK
15 John Street
15 W. 27th Street

PHILADELPHIA
1007 Chestnut Street
ST. LOUIS
413 N. Fourth Street

Sales Offices at

Albany, N. Y.
Atlanta, Ga.
Baltimore, Md.
Buffalo, N. Y.
Cincinnati, O.
Cleveland, O.
Dallas, Texas
Denver, Colo.
Detroit, Mich.
Hartford, Ct.
Indianapolis, Ind.
Los Angeles, Cal.
Louisville, Ky.
Mexico City, Mex.
Milwaukee, Wis.
Newark, N. J.
New Orleans, La.
Omaha, Neb.
Pittsburg, Pa.
Portland, Me.
Providence, R. I.
Richmond, Va.
St. Paul, Minn.
San Francisco, Cal.
Seattle, Wash.
Toronto, Ont.
Washington, D. C.



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

$15.50 a Week Increase in Wages

A Chicago hand compositor got tired of working for the then job scale of $19.50.

Within the last four years he made the plunge and became a student at

The Inland Printer Technical School

Since that time his wages have risen steadily until now he is earning $35 a week.

Not everybody can do so well. But any compositor can go part of the road this man has traveled. There will be more machines than ever. Make up your mind to catch on. This is the School that will show you how. It has the endorsement of the International Typographical Union.

Send Postal for Booklet "Machine Composition"
and learn all about the course and what the students say of it.
The Thompson Typecaster taught without extra charge.

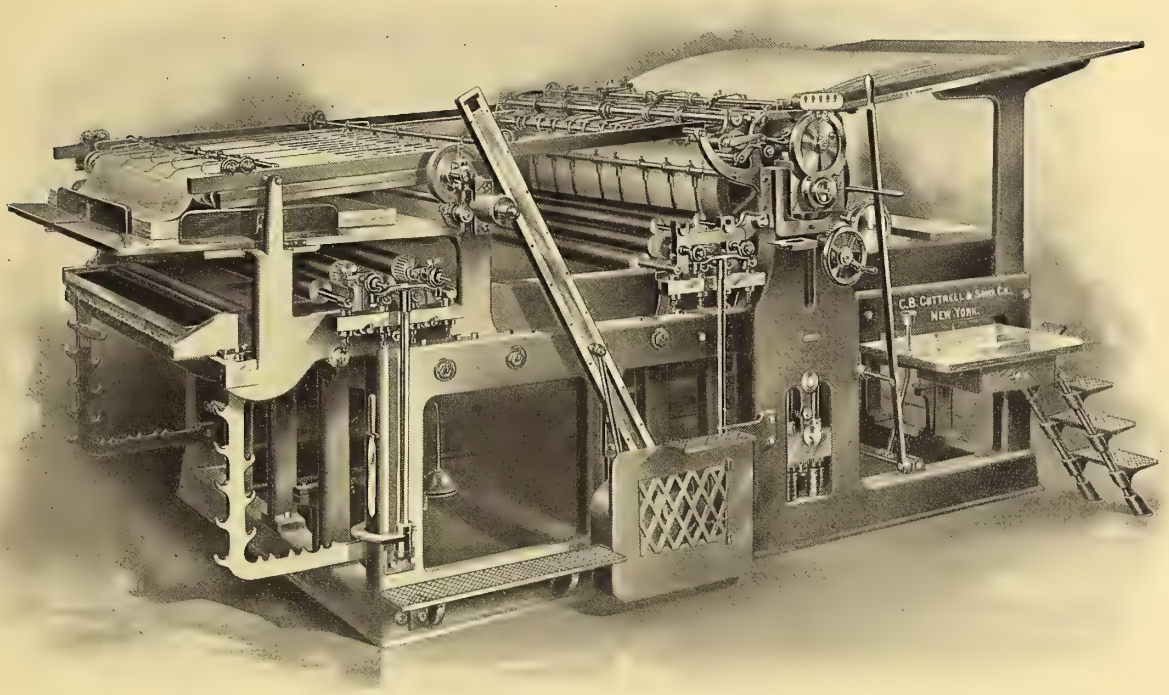
Inland Printer Technical School

632 Sherman Street, Chicago, Ill.

BARTLETT-ORR PRESS
NEW YORK

And Many Other Leading Concerns

Use Cottrell Presses



New Series High Speed Four Roller Two-Revolution Press

on their high-grade catalogue and color work because they find the register faultless, the impression rigid, the distribution perfect and the speed high. These reasons are just as important to you. Better get posted by sending for our four-color booklet describing the New Series High Speed Four Roller Convertible Delivery Two-Revolution Cottrell Press—it goes into all the details which make this press so popular. There's a copy for you—write to-day.

C. B. COTTRELL & SONS CO.
MANUFACTURERS
Works: Westerly, R. I.
25 Madison Square North, New York
279 Dearborn Street, Chicago

KEYSTONE TYPE FOUNDRY
GENERAL SELLING AGENTS
Philadelphia New York Chicago
Detroit Atlanta San Francisco

Set in Keystone's Powell Series with Ornament No. 3129. Printed on a No. 5 Cottrell. WATCH THESE INSERTS FOR EXAMPLES OF GOOD TYPOGRAPHY

THE POWELL SERIES

Registered in England. Rd 445070

Made of the Celebrated Nickel-Alloy Metal on Universal Line, Point Body and Set

6 Point Font $2 00 — 22 A $1 00 44 a $1 00

KEEP GOOD TYPE FACES AT YOUR COMMAND

The profit making part of the Art of Printing is enhanced by the use of such faces as are attractive and made of durable material. Keystone Type Faces have these qualities and talk right out in a way that is sure to attract the greatest attention

8 Point Font $2 25 — 21 A $1 15 40 a $1 10

STUDY OF THE DETAILS MEAN SUCCESS

To be a successful printer requires much study, not only of the Business itself, but of the People with whom you deal as well. Study the tastes of your Customers and be governed accordingly

10 Point Font $2 50 — 16 A $1 25 30 a $1 25

GOOD SERVICE IMPORTANT

We pride ourselves on this branch of our business system; our customers testify to our reliability in this line

12 Point Font $2 75 — 14 A $1 35 27 a $1 40

ADVICE TO ALL PRINTERS

Keep your cases full and save the time lost in hunting for "sorts"

14 Point Font $3 00 — 12 A $1 45 24 a $1 55

KEYSTONE PRODUCTS

Are always reliable and just as we represent them to be

18 Point Font $3 25 — 9 A $1 60 18 a $1 65

LARGE BUILDINGS

Business district of the city becomes crowded

24 Point Font $3 50 — 6 A $1 75 11 a $1 75

SQUARE DEAL

Business Method

POWELL AUXILIARIES

The and & ¢ é of &

Put up separately in fonts at the following prices: 6 to 14 Point inclusive, 50 cents each; 18 to 30 Point inclusive, 60 cents each; 36 to 42 Point inclusive, 75 cents each; 48 to 72 Point inclusive, $1.00 each.

30 Point Font $4 25 — 5 A $2 20 9 a $2 05

HORSES RACING

Records Are Broken

36 Point Font $5 00 — 4 A $2 60 7 a $2 40

NORTH POLE

Bravest Searcher

42 Point Font $6 25 — 3 A $3 25 6 a $3 00

MANSIONS

Built of Stone

48 Point Font $7 50 — 3 A $3 85 6 a $3 65

PROMISED

Fertile Lands

60 Point Font $9 75 — 3 A $5 90 4 a $3 85

CHIMED

72 Point Font $11 85 — 3 A $7 25 4 a $4 60

Branded

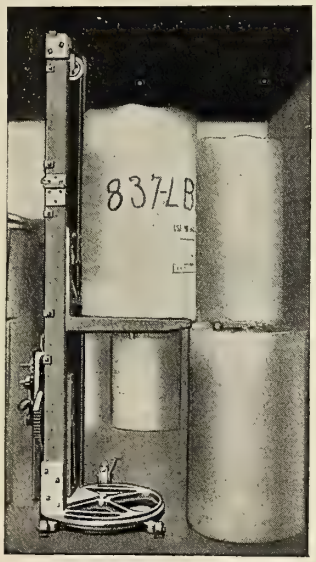
Philadelphia
New York
Chicago

KEYSTONE TYPE FOUNDRY

Detroit
Atlanta
San Francisco

Each Revolvator Saves $300.00 a Month

¶ One firm which is using three *Revolvators*, recently told us each one saved $300 per month. Here's why. A *Revolvator* enables two men to do the work of ten. It makes it possible to stack boxes, rolls of paper, etc., quickly and close to the ceiling without leaving wide aisles, thus increasing the capacity of your store-room. The *Revolving base* is the secret.



¶ *Write for our Booklet "I" and state the height of ceiling, and we will quote special prices. We also send Revolvators on 30 days' free trial.*

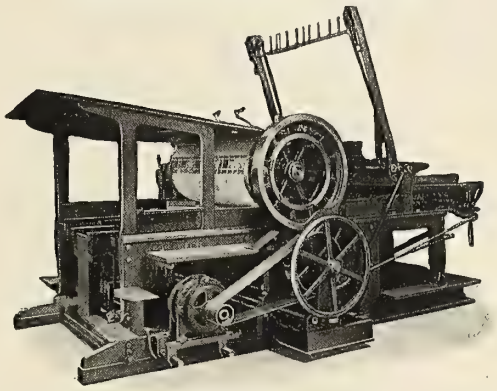
New York Revolving Portable Elevator Company

351 Garfield Avenue **Jersey City, N. J.**

I

SPRAGUE ELECTRIC MOTORS

Alternating and Direct Current
COMPACT — RELIABLE — EFFICIENT

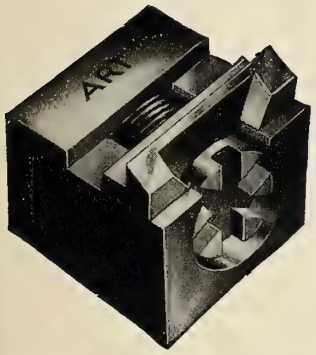


Type S, Form H Alternating-Current Motor, Belted to Miehle Press

The solution of your motor-drive problems and recommendations leading to more efficient operation at reduced power expense furnished free of obligation on your part.

Descriptive Bulletin No. 2194

SPRAGUE ELECTRIC WORKS
OF GENERAL ELECTRIC COMPANY
MAIN OFFICES:
527-531 West 34th Street, New York, N. Y.
BRANCH OFFICES IN PRINCIPAL CITIES



The Non-Tipping ART HOOK

THE job is finished. In checking up it is found that the presswork has taken excessively more time than your estimator calculated. You check up his figures and find them correct in every detail. Can't understand it. Best pressmen in the business, new, up-to-date presses, new plates. The head pressman is called on the carpet.

The poor fellow, not having a perfectly clear idea of the cause of the trouble, complains of the plates having high and low spots, loss of register, clutches jamming, clutches breaking, etc.

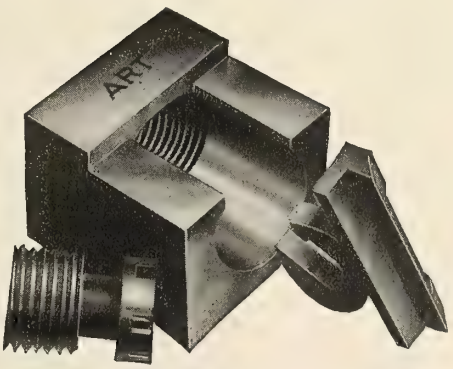
The pressman is not to blame. We'll explain:

The high and low spots were caused by the back ends of the register hooks "tipping" up against the lower sides of the plates, making "high spots" where the hooks touched and "low spots" where they did not touch. A tight lock-up, under these conditions, naturally caused the plates to spring up in the center. As the cylinder passed over them, the plates were forced down onto the base and the clutches would either break off or dig into the bevel, giving sufficient play to "throw out" the register.

You can readily understand from this that the evil of "tipping" hooks is the basis of an endless variety of troubles, and that the only relief is to buy hooks that won't "tip."

From wear or from construction, this trouble does not appear in the ART REGISTER HOOK—and we guarantee every hook from breakage. That means we will replace every hook that breaks under ordinary usage.

Let us send you a set on thirty days' trial. If they don't make good, return 'em.



The Challenge Machinery Co.

Grand Haven, Mich.

Salesroom and Warehouse: 124 So. Fifth Ave., Chicago

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

Many employing printers have the impression that their establishments are working with the greatest possible efficiency, when, as a matter of fact, the composing-rooms are thoroughly antiquated, lumbered with old furniture and equipment, poorly arranged, entailing a great loss in floor space and time of workmen.

Modernized Furniture saves floor space. Bringing the material together in compact and convenient form, saves the time of workmen. It is a simple proposition and the wonder is that so many representative employing printers have so long deluded themselves into believing that they are up to date and wide awake, only to find themselves in time hopelessly behind in the handicap race for minimum cost of production.



The Watchword of the Hour in the Printing Trade is "Cost Finding"

The great Convention at Denver last month is but an incident in this movement.

Any employing printer who has kept pace with the movement toward cost finding and cost reduction will recognize, in J. Cliff Dando and Isaac H. Blanchard, pioneers and pathfinders. Their composing-rooms were among the first to be modernized. Here is what they say about the installation of Hamilton's Modernized Composing-Room Furniture.

The Hamilton Mfg. Co.,
Two Rivers, Wis. New York City.

Gentlemen:

We desire to thank you for the prompt delivery of Office Furniture purchased of you to partially refit our plant. The goods have all been installed and are most satisfactory in every way. Your efforts to give us quick service are most thoroughly appreciated.

Yours very truly, ISAAC H. BLANCHARD CO.,
Isaac H. Blanchard, Sec'y.

The Hamilton Mfg. Co.,
Two Rivers, Wis. Philadelphia, Pa.

Gentlemen:

The furniture and general layout you furnished for our composing department has given us very great satisfaction. It made it possible to arrange the working material in such a way as to reduce the time of all work to the minimum.

The general construction of the furniture is fine and an office so equipped can without doubt secure the very best workmen. We have experienced three instances where compositors with A No. 1 records have expressed a desire to secure positions with our house on the ground that our composing department was right up to date. You can see that a good equipment has a moral as well as economic value.

Yours very truly, DANDO PRINTING & PUB. CO.
J. Cliff Dando, Sec'y & Treas.

The Minimum Cost of Production Can Not Be Achieved Without Providing the Maximum Efficiency in Point of Equipment

Let an expert show you a proposed layout of your office which will unquestionably provide a saving sufficient to pay for the new equipment in less than a year's time.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would rearrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name

Street and No.

City State

Have you a copy of "Composing-room Economy"?

Let us send you a copy of "COMPOSING-ROOM ECONOMY," showing floor plans in thirty modernized offices.

THE HAMILTON MFG. CO.

Main Office and Factories - - TWO RIVERS, WIS.
Eastern Office and Warehouse - - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

OUR NEW CATALOG OF SPECIAL FURNITURE IS NOW READY

No Increase in Matrix Prices
No Taxation for Improvements

WE believe that when a man invests several thousand dollars in a Monotype (or any other machine) he should be protected against increases in his "fixed charges," and protected also against having his investment made a "back number" by improvements.

Of course, improvements must, and should, come; but Monotype improvements *are available to every Monotype owner* and can be applied to his machine at any time.

That is the beauty of the Monotype "Unit plan." A complete Monotype machine is merely a collection of Monotype units, built to fit together. If we improve a unit, or add one, it goes into any machine as if it were originally built with it, without disturbing any other part or requiring any rebuilding or alteration.

Any Monotype we have ever sold or shall ever sell can thus be made the "latest model" at any time *and at a very reasonable expense.*

We do not use improvements as a means for extorting more money from our customers. If we can improve the Monotype we ought to and we do, but the improvement certainly should be shared with our former customers—who helped us to make it.

For example, the cellular matrix—the most radical and valuable improvement ever made in type-setting machinery. This was an improvement that cost us around $250,000 to perfect and put into practical form. Yet the new "cellular matrix" is sold at exactly the same price as the older form which it superseded, and we allow a liberal credit for the old style matrix in exchange for new, although we use the old one no more. This shows, as well as anything we can think of, the Monotype policy of protecting customers.

A full font of 225 characters in MONOTYPE cellular matrices with the matrix case, or magazine, that holds them, costs but $60.00—and the price won't go up.

About 400 faces to choose from for composition—over 900 for casting—and we are making more all the time. Cut over 200 new faces last year.

Monotype cellular matrices produce type that *lines at the bottom*, regardless of the point size of the body.

Any boldface may be combined with any Roman of the same point size. To make a new combination with the Monotype, buy the boldface you want and use it with the Roman you have.

All of which goes with many other features to make the Monotype the safest and most economical and the fastest and most efficient type-setting and casting machine on the market.

As for the *quality* of its work—well, we don't need to talk that any more. It's in a class by itself, in quality.

The Monotype *Cellular Matrix* raised the standard of quality—but not price.

Only One Model—and that Always the Latest

BUILT ON THE UNIT SYSTEM

Ask us to *prove* every word of what we say
It's as *easy* to prove it as to say it—and more fun

Lanston Monotype Machine Co.
Philadelphia

32-9-11-100-F

This advertisement shows Monotype faces and borders

"If You Want Type Buy a Typecaster"

SHOULD you buy Fifteen Hundred Dollars' worth of type to-day, what would it be worth a year from now? *Nothing.*

Spend that amount for a Thompson Typecaster and how much does it depreciate in a year? *Seven per cent,* according to the American Printers' Cost Commission.

How much will it save the printer who makes his own type? *Fifty per cent* on his type investment.

Mr. Printer—

You'll buy a typecaster some day—if you are wide-awake, you'll buy it soon. All we ask is that you investigate the Thompson Typecaster before you buy another dress of type. We have a surprise for you.

This is the only machine that can use Linotype matrices and give four different combinations of nicks in any body. Matrix libraries, containing a large variety of faces from 5 to 48 point, in Chicago and New York—any font $2.

See Machines in New York, Chicago, Minneapolis St. Louis, Kansas City, Birmingham and Denver

Thompson Type Machine Company

624-632 Sherman Street, Chicago

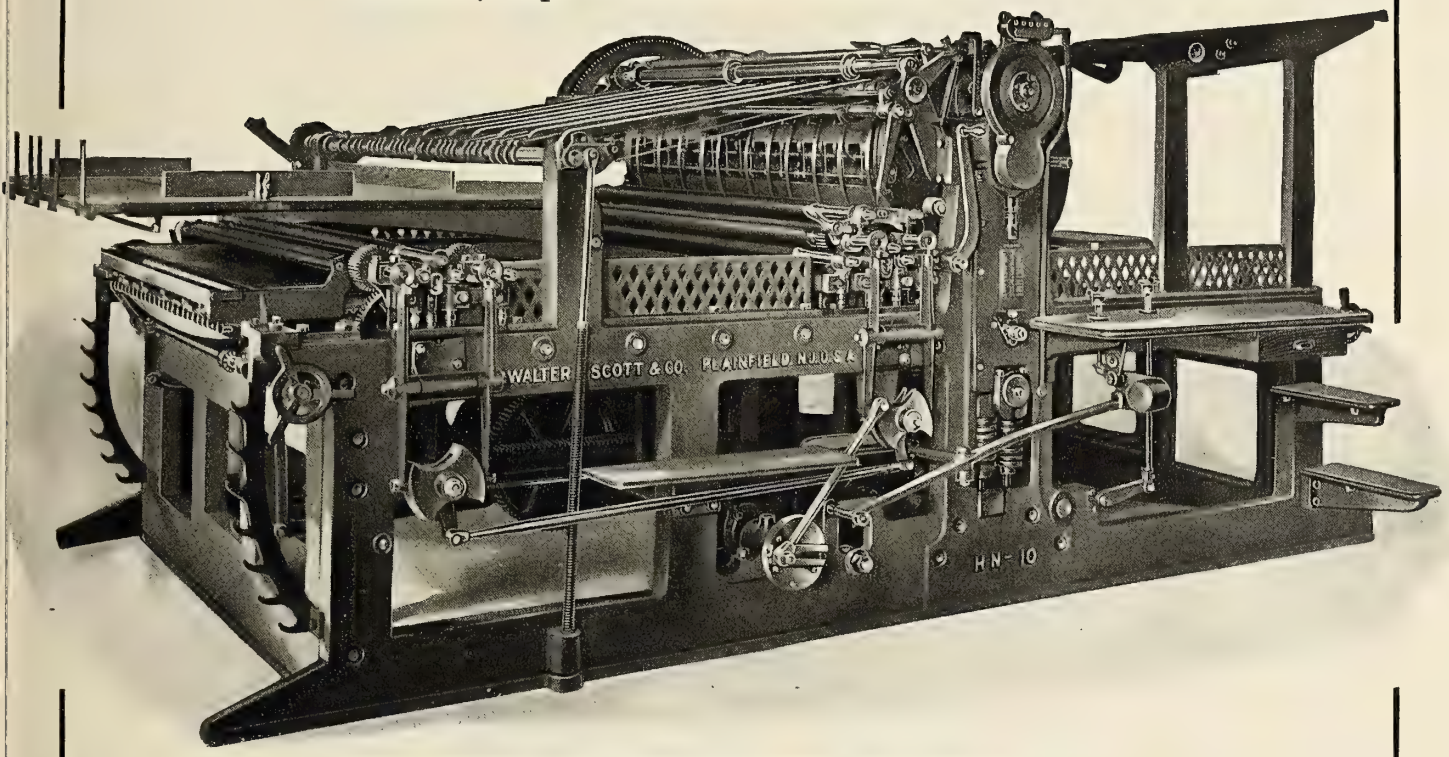
Set in Type Made by the Thompson Typecaster

Printing for Profit

IS MADE EASIER FOR THE
USERS OF THE LATEST

Scott Two-Revolution Presses

because they are the most perfect machines of their kind built. Take particular notice of the many superior features enumerated below:



SCOTT DIRECT-DRIVE TWO-REVOLUTION FOUR-ROLLER PRESS

FEATURES

Perfectly Designed Frame
Absolute and Lasting Register
By patented DIRECT-DRIVE Bed Motion
Adjustable Air Chambers
Powerful and Solid Impression
New Cylinder Controlling Devices
New Impression Adjustment
Patented Safety Gripper Motion
Patented Safety Shoo-fly Motion
Cylinder Advancing Adjustments
Effective Form Roller Lifter
Patented Distribution before ink reaches table
Patented Minute Fountain Regulation
Ink Fountain Trip—patented
Interchangeable Rollers
Springless fly delivery
Patented Curtain Sheet Delivery
Finest Materials and Workmanship
Built in five styles and eight sizes

SEND FOR DESCRIPTIVE CIRCULAR TO NEAREST OFFICE

WALTER SCOTT & COMPANY

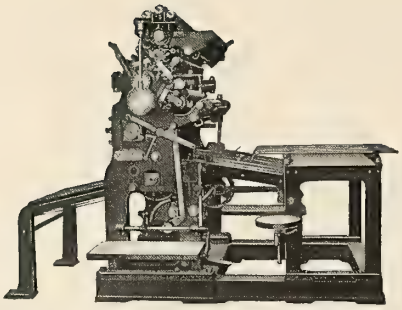
DAVID J. SCOTT, General Manager

MAIN OFFICE AND FACTORY

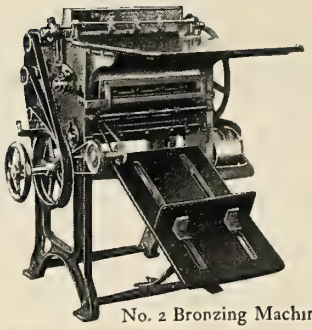
PLAINFIELD, NEW JERSEY

NEW YORK, 41 Park Row

CHICAGO, Monadnock Block



Rutherford Rotary Metal Decorating Press

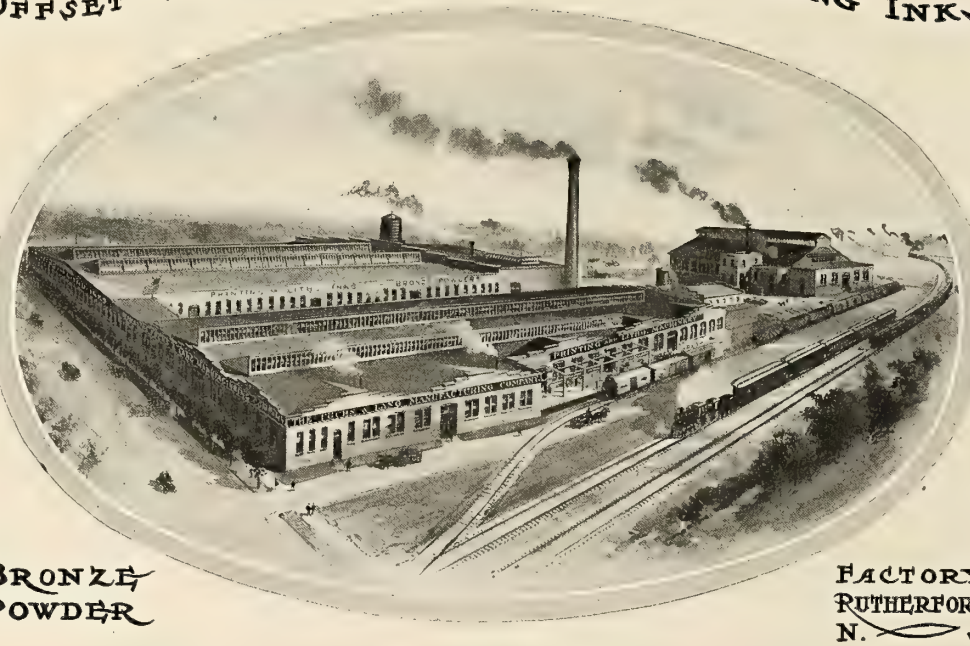


No. 2 Bronzing Machine

LITHOGRAPHIC SUPPLIES AND INKS

OFFSET SUPPLIES

PRINTING INKS



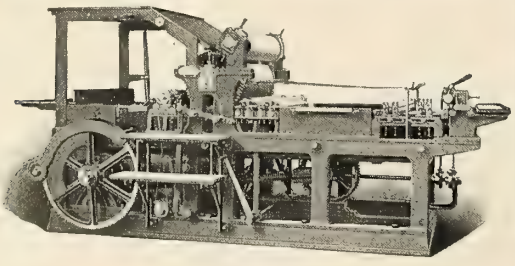
BRONZE POWDER

FACTORY RUTHERFORD N. J.

MACHINERY FOR LITHOGRAPHERS AND PRINTERS

The FUCHS & LANG M'F'G Co.

150 N. FOURTH ST. PHILADELPHIA / 29 WARREN ST. NEW YORK / 328 DEARBORN ST. CHICAGO



Metal Decorating Press



Art Printing Inks

Waite Die and Plate Press

USERS' OPINIONS

"If we were to order another press to-day we would order the 'Waite.'" —CLARKE & COURTS, Galveston, Tex.

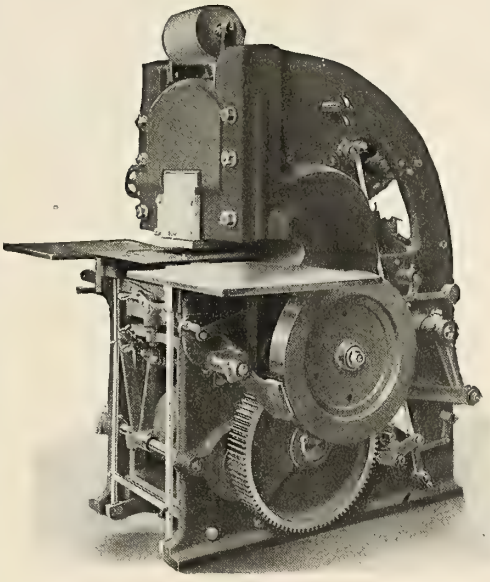
"We freely express the utmost satisfaction, getting the best of results as to quality of work together with output. Contrary to reports, the machine is not complicated and we can, without hesitation, recommend the 'Waite' to any prospective purchaser."
THE CARGILL CO., Houston, Tex.

"In our opinion the 'Waite' is the best press in the market. It has the best wiper of any of the presses, owing to the fact that it wipes more like the human hand would wipe a plate, while other presses have a flat wipe."
AMERICAN STATIONERY COMPANY, Buffalo, N. Y.

"The above (Plaza Hotel) letter-head plate has had 85,000 impressions at a speed of 30 a minute on our 4 in. x 8 in. Waite Die Press." —CAMERON & BULKLEY, New York, N. Y.

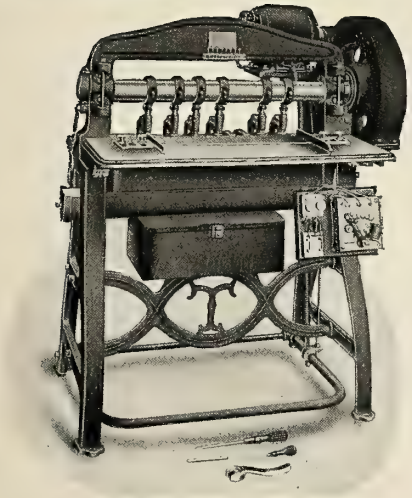
"We are pleased to state that our 6 in. x 10 in. Waite Die Press is giving us good service. This press is running dies the full limit of the die box on a high grade of close color stamping with excellent results." —GEO. C. WHITNEY CO., Worcester, Mass.

"We are enabled to do a class of work on it that can not be done on any other die press in our plant, and we have several of various makes." —E. A. WRIGHT, Philadelphia, Pa.



AUTO FALCON & WAITE DIE PRESS CO., Ltd.

NEW YORK LIFE BUILDING, 346 BROADWAY, NEW YORK — Factory, Dover, N. H.



STYLE D—with direct-connected motor.

Tatum Punches

Five styles, varying in price from $35 to $325, every one the best in its class.

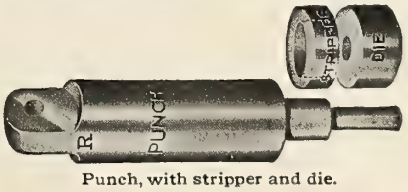
Absolute Accuracy—Clean Cutting—Prodigious Power—Evident Economy.

TATUM PUNCHES may be adjusted to any desired multiple without the removal of the idle heads.

Round shapes all interchangeable. Nineteen stock sizes. Special shapes quickly furnished.

When you buy a punch, get the best—any user of the "TATUM" is a good reference.

Write for Catalogue A



Punch, with stripper and die.

THE SAM'L C. TATUM COMPANY

3310 Colerain Avenue — CINCINNATI, OHIO

Denny, Hilborn & Rosenbach Steel Die Stamping Inks

A Few of the Good Ones

Plate Finish Black

Plate Finish Blue

Plate Finish Bond Green

Plate Finish Bond Brown

Plate Finish Red

Cameo White

Satin Finish White

HIGH GLOSS

Black No. 303

Blue No. 307

Royal Blue No. 319

Lenox Red No. 308

Keystone Red No. 4

Poinsetta Red No. 320

Holly Green No. 322

Send for the book

WHY are 75% of the Steel Die Power Stamping Presses in daily use operated with

D. H. R. Gloss and Plate Finish Stamping Inks?

If you will consider the fact that less than five years ago dry colors and varnish were used exclusively, with the attendant mess and waste, and that our method in so short a time has practically revolutionized this and made power press stamping a *financial* as well as a mechanical success, the question is readily answered.

The Proof Don't take our say-so, but ask some of your friends in any up-to-date shop what stamping ink they are using and why; or, still better, order sufficient D. H. R. Ink for your next big run and compare results.

The Operator Don't blame your operator for poor work. It doesn't matter how large the die or plate you have on or the number of impressions—give your operator D. H. R. Inks and Varnish and we guarantee you will be satisfied.

The larger the number of presses you are running the greater the need for D. H. R. Inks, on account of the minimum stoppage and waste.

Denny, Hilborn & Rosenbach

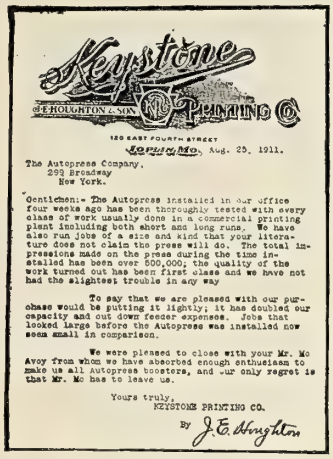
Originators and Manufacturers

PHILADELPHIA

GEO. RUSSELL REED & CO., San Francisco and Seattle

Agents for Pacific Coast and carry full stock of our Inks

It's Not What We Say The Autopress Can Do, But What Its Users Say It Has Done



Keystone Printing Co.
J. E. HOUGHTON & SON
120 EAST FOURTH STREET
Joplin, Mo., Aug. 25, 1911.

The Autopress Company,
299 Broadway
New York.

Gentlemen:- The Autopress installed in our office four weeks ago has been thoroughly tested with every class of work usually done in a commercial printing plant including both short and long runs. We have also run jobs of a size and kind that your literature does not claim the press will do. The total impressions made on the press during the time installed has been over 500,000; the quality of the work turned out has been first class and we have not had the slightest trouble in any way

To say that we are pleased with our purchase would be putting it lightly; it has doubled our capacity and cut down feeder expenses. Jobs that looked large before the Autopress was installed now seem small in comparison.

We were pleased to close with your Mr. McAvoy from whom we have absorbed enough enthusiasm to make us all Autopress boosters, and our only regret is that Mr. McAvoy has to leave us.

Yours truly,
KEYSTONE PRINTING CO.
By J. E. Houghton

EVERY DAY we receive enthusiastic letters from prominent printers all over the world and their words fairly glow with satisfaction and praise. They attest the economy, the value and the undeniable necessity of the Autopress in every printing plant, great and small.

THESE LETTERS come from some of the largest corporations and the best printers in the country—men who weigh their words and whose statements command respect. Among them are such great concerns as

The Bankers' Publishing Co., of Toledo, Ohio

Stettiner Brothers, of New York City, N. Y.

Federal Printing Company, of New York City, N. Y.

J. B. Judson, of Gloversville, N. Y.

The Daily Mirror, of Escanaba, Mich.

The Los Angeles Times-Mirror, of Los Angeles, Cal.

C. H. Slingerland, of Slingerlands, N. Y.

D. C. Cook Publishing Co., of Elgin, Ill.

The Essex Press, of Newark, N. J.

The Deseret News, of Salt Lake City, Utah

and hundreds of others

THESE LETTERS prove that the Autopress has neither competitor nor equal, that it is the money-maker of every printshop, and that it quickly saves its cost because it produces four to five times as much in a given time as other presses used for work within its range; that it is the greatest of all machines for all-round job work, being capable of producing beautiful color work as well as the cheapest of commercial printing, and that it is of as great value to the printer with the small shop as it is to the man with the largest.

THESE LETTERS of warm commendation are further backed by checks in payment and by additional orders. You can quickly verify any of the above statements by simply asking us to send you facsimiles of the originals.

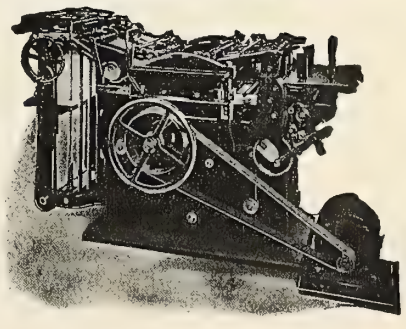
Not Promises, But Performances

Remember we guarantee the Autopress to fulfill our claims. You run no risk. Send today for full information. If you hesitate you are simply making way for the other fellow. Do you want the profits or will you let him take them?

THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.



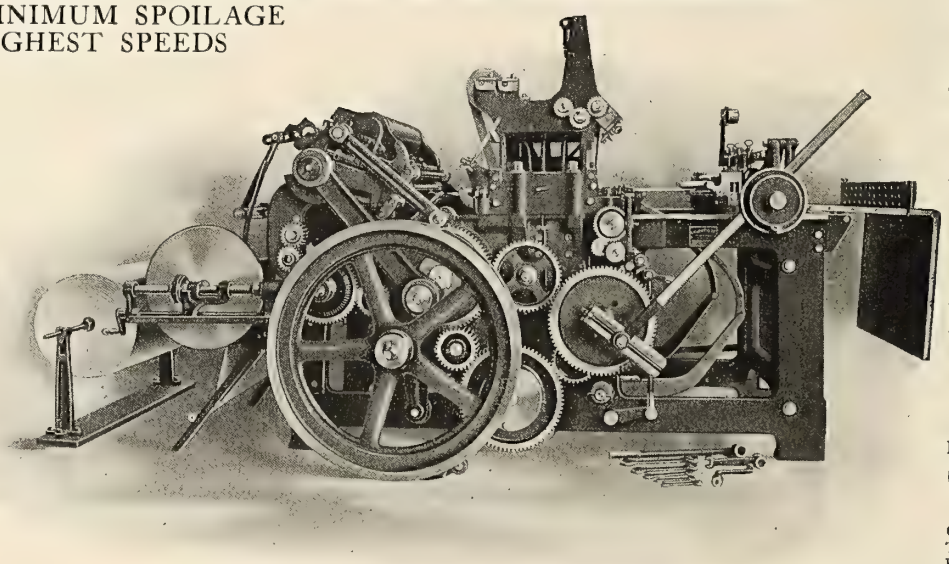
THE AUTOPRESS

5,000 IMPRESSIONS PER HOUR FROM TYPE OR FLAT PLATES

KIDDER Roll-Feed Bed and Platen Presses

Are Superior to All Other Automatic Presses

THEY FEED FROM THE ROLL, are easily and quickly adjusted, and are capable of the widest possible range of special work.
THEY PRINT FROM TYPE OR PLATES according to style of press.
THEY PRINT ON ONE OR TWO SIDES of the paper, in from one to four colors, as specified.
ACCURATE REGISTER is *sure* and not a matter of guess-work.
MINIMUM SPOILAGE
HIGHEST SPEEDS



This Press

prints from plates, on one or both sides of the paper, in one or more colors up to four. It is built in four sizes.

It Makes Large Profits for its Owners

Write for information on either our Standard Styles or Special Presses for Special Work.

KIDDER PRESS COMPANY

Main Office and Works:
DOVER, N. H.

New York Office: 261 Broadway
GIBBS-BROWER CO.
AGENTS

CANADA: The J. L. Morrison Co., Toronto. GREAT BRITAIN: John Haddon & Co., London. SOUTH AMERICA: J. Wasserman & Co., Buenos Aires.

Substantial and Simple
Solid and Successful

NR

Little Brother of the
Linotype and Monotype

The Universal Type-Maker Eats Up the Hell-box

New Type for Old
When You Want It
All You Want of It.

NR

Write for Desirable Details to
Universal Type-Making Machine Co.
321-323 North Sheldon Street,
Chicago, Illinois

Reduce Your Power Cost

Eliminate all waste from your pressroom, linotype-room, bindery, anywhere in your shop.

Hundreds of printers have found a big saving by installing our motors in their individual machines, doing away with costly delays and dangerous shaft troubles.

Robbins & Myers "STANDARD" Motors

$\frac{1}{30}$ to 15 Horse-Power.

We have specialized on small motors for the printing trade for more than sixteen years.

Our Special Booklet about "STANDARD" Motors will be sent for the asking. Every printer should have it.

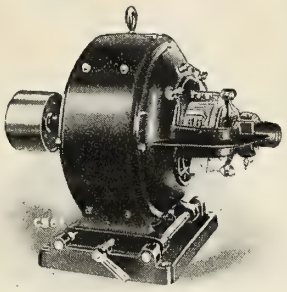
WRITE FOR IT TO-DAY

The Robbins & Myers Co.

Factory and General Offices:
1325 Lagonda Avenue
Springfield, Ohio

BRANCHES:

New York, 145 Chambers street; Chicago, 320 Monadnock block; Philadelphia, 1109 Arch street; Boston, 176 Federal street; Cleveland, 1408 West Third street, N. W.; New Orleans, 312 Carondelet street; St. Louis, 1120 Pine street; Kansas City, 529 Delaware street.



TITANIC BOND

Bright color, even texture, strength, a bondy rattle. Everything in its favor, *including its price.*

Stocked in bond finish and in linen finish in attractive colors and useful weights.

WRITE FOR SAMPLES

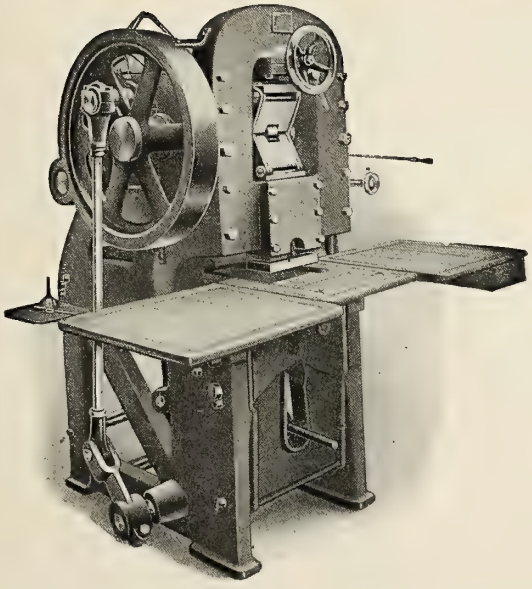
PARSONS TRADING CO.
20 VESEY STREET NEW YORK

London
Bombay
Cape Town

Sidney
Melbourne
Wellington

Mexico
Buenos Aires
Havana

The Carver Automatic Die Presses



IMPORTANT

To introduce our new *Card Feeding Attachment*, the same will be supplied on all machines ordered until January 1, 1912, without additional charge.

An attachment for feeding small cards has long been needed; now we have it for you.

Our presses are manufactured in the following sizes:

4½ x 9 in.	2½ x 8 in.
3½ x 8 "	2½ x 4 "

C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

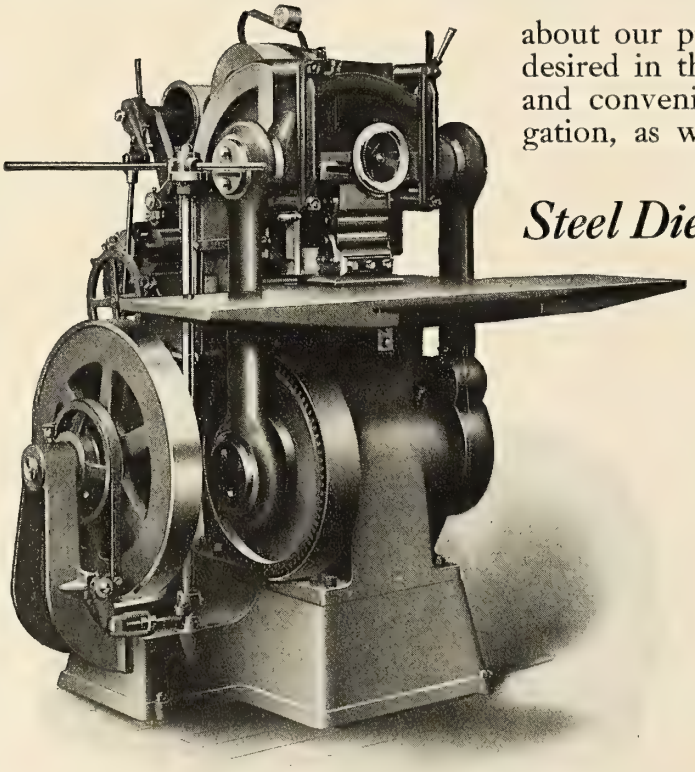
Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago

One of the Most Valuable Features



about our press is that it embraces all that can be desired in the way of construction. Its durability and convenience are worth your careful investigation, as well as the character of the product—both quality and speed.

Steel Die and Plate Stamping Press

The mechanical principles and construction are absolutely correct, nothing skipped or overlooked.

It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

Write for full particulars, prices, terms, etc.
We manufacture two smaller sizes of press.
Also hand-stamping and copperplate presses.

The Modern Machine Company

Belleville, Illinois



JUST OUT

A New Edition of our No. 36 Catalog of

FRATERNAL AND OTHER SOCIETY EMBLEMS

RAILROAD AND EXPRESS TRADE MARKS

Every Printer should have a copy.



The fact that you can furnish these cuts will secure you many a good order.

Sent postpaid for **25 cents** in stamps. Worth *dollars* to any printer.



Stock Cut Dept.

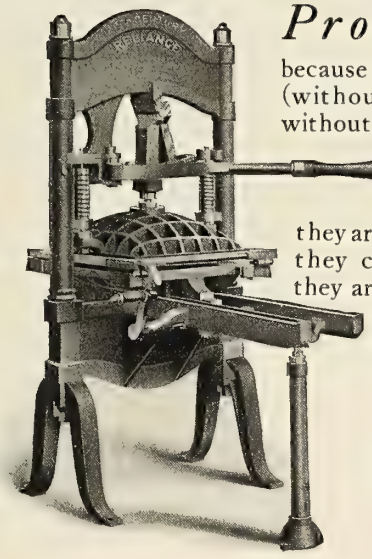
THE HAWTIN ENGRAVING COMPANY

DESIGNERS, ENGRAVERS AND ELECTROTYPERS

19-21 So. Fifth Ave., Chicago

Photo-Engravers in all parts of the Globe use the

Reliance Photo-Engravers' Proof Press



because THEY KNOW (without any question, without any doubt, without any hesitation) in using the RELIANCE they are using the BEST they can get, because they are obtaining proofs that are unobtainable, EXCEPT ON THE RELIANCE.

A photo-engraving plant without a Reliance is like a ship without a rudder—drifting, without definite results and profits.

SEVEN SIZES

Write for circular to the manufacturers.

Paul Shniedewend & Co.

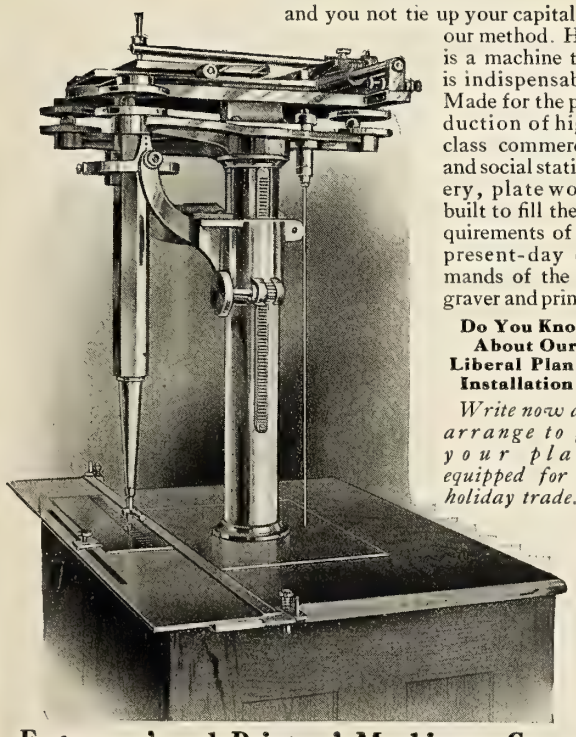
627 W. Jackson Boulevard, Chicago

Also manufacturers of the Famous Shniedewend Printers' Proof Press.

Also sold by Williams-Lloyd Machinery Co., Chicago; Geo. Russell Reed Co., San Francisco and Seattle; United Printing Machinery Co., New York and Boston; N. Y. Machinery Co., N. Y.; Toronto Type Foundry Co., Canada; A. W. Penrose & Co., London, Eng.; Klimsch & Co., Frankfurt am M., Ger.

SOLD ALSO BY ALL DEALERS

This Machine Will Pay Its Own Way



and you not tie up your capital by our method. Here is a machine that is indispensable. Made for the production of high-class commercial and social stationery, plate work, built to fill the requirements of the present-day demands of the engraver and printer.

Do You Know About Our Liberal Plan of Installation?

Write now and arrange to get your plant equipped for the holiday trade.

Engravers' and Printers' Machinery Co., Inc.

108 Fulton Street, New York City, N. Y.

Clean Wiping Rags

have proven the most economical, convenient and sanitary addition to the pressroom, engraving department—in fact, any department about a modern print-shop where machinery or engravings are used.

We Are Not "Ragmen"

but launderers of rags put through a thoroughly sanitary cleaning process, each rag carefully selected, all buttons, pins, hooks, eyes, in fact anything "scratchy" removed by hand prior to cleansing.

No possible chance to ruin electros, half-tones, type-faces or printers' rollers. Rags are soft, clean and absorbent.

We Guarantee Every Rag

thoroughly sterilized, hand selected, sanitary, and each bale is accompanied by an affidavit covering our process of preparation. This removes any possibility of the printer purchasing an inferior rag at a high price.

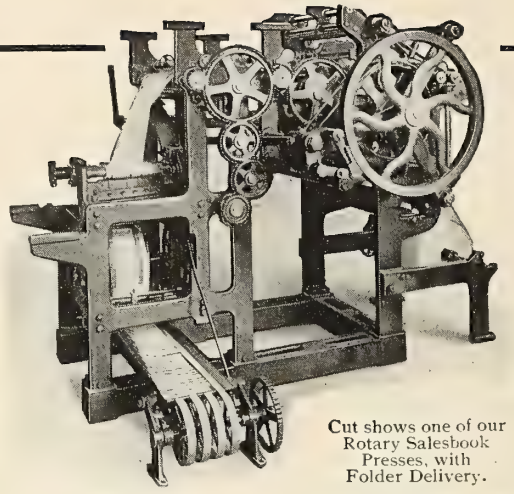
Send to-day for particulars, quantities you use, and we will mail you our regular price list or special quotation.

IDEAL

IDEAL SANITARY SUPPLY CO.

BRAND

1930-32-34 WARREN AVENUE CHICAGO



Cut shows one of our Rotary Salesbook Presses, with Folder Delivery.

AUTOMATIC PRESSES

BED, PLATEN OR ROTARY

for producing finished products in one operation

WE ALSO MANUFACTURE

SLITTERS—For All Classes of Roll Products
TOILET ROLL PAPER MACHINERY—Hard or Soft Rolls
SPECIAL PRESSES—Designed and Built to Order

MEISEL PRESS & MFG. CO.

FACTORY
944-948 Dorchester Ave., BOSTON, MASS.

The Gold Printing of the Future

RIESSNER'S COMBINATION GOLD INK

Of great value and importance to all printers. Gold printing on all kinds of stock. It is a perfect substitute for dry bronze.

Best working qualities. Prints like any other ink. Prints bright gold on rough antique covers and uncoated papers without the use of dry bronzing over size

Send for samples of printing done with this new GOLD INK. Results will surprise you. No scattering of bronze powder into the fiber of cover-stock. No cleaning or dusting of sheets.

Printers can always have fresh gold ink at hand

I furnish GOLD INK in three different kinds, for various kinds of papers, as follows:

No. 1, for all clay coated papers.
No. 2, for all glazed papers.
No. 3, for all rough cover and uncoated papers, for which a sizing for base is required.
} **$3.00** per lb.

Sizing for No. 3, $1.00 per lb. Big discounts in quantities.

Special inducements to ink manufacturers and jobbers.

LET ME SEND YOU A POUND ON APPROVAL

T. RIESSNER

Importer and Manufacturer of Bronze Powder of All Kinds
Composition and Aluminum Leaf

59 Gold Street **New York City**

Headquarters for Photo-Engravers' Supplies

Williams-Lloyd Machinery Co.

626 Federal Street, CHICAGO

Manufacturers of a Complete Line of

Electrotyping, Stereotyping and Photo-Engraving Machinery

We make a specialty of installing complete outfits. Estimates and specifications furnished on request. Send for Catalogue.

EASTERN REPRESENTATIVE

UNITED PRINTING MACHINERY COMPANY
246 Summer Street, BOSTON :: 12 Spruce Street, NEW YORK

The Printing Press's Best Assistant

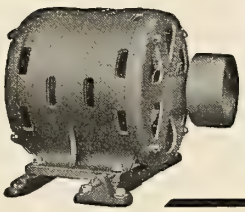
Increase your output—cut down your power bills—get the maximum of service at the lowest cost by installing

RICHMOND 2 and 3 PHASE MOTORS

¼ to 100 H. P.

"A Speed for Every Job! Fast, Slow or Intermediate"

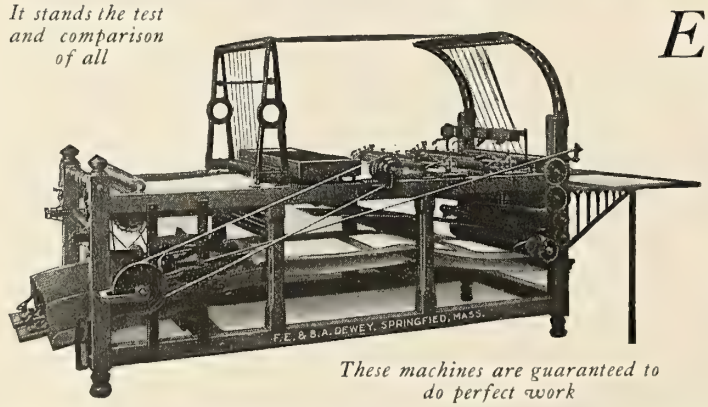
Write to nearest branch for Bulletin No. 14



145 Chambers Street - - - New York City
176 Federal Street - - - - Boston, Mass.
322 Monadnock Block, - - Chicago, Ill.
1120 Pine Street, - - - - St. Louis, Mo.
1011 Chestnut Street, Room 626, Philadelphia, Pa.
226-30 Huron Street - - - - Toledo, Ohio
1006 Majestic Bldg. - - - Detroit, Mich.
505 Swetland Bldg. - - Cleveland, Ohio
148 McGill Street - Montreal, Canada

Richmond Electric Co.
RICHMOND, VA.

It stands the test and comparison of all



These machines are guaranteed to do perfect work

Every Day Efficiency

is the supreme test of any machine—and the wise buyer should busy himself as to machine, "service-quality." Its mechanical principle and construction stand for only the best. One of the main features—the slack of cloth always at bottom, making top perfectly tight. Any user of any pen machine can add this improvement at little cost.

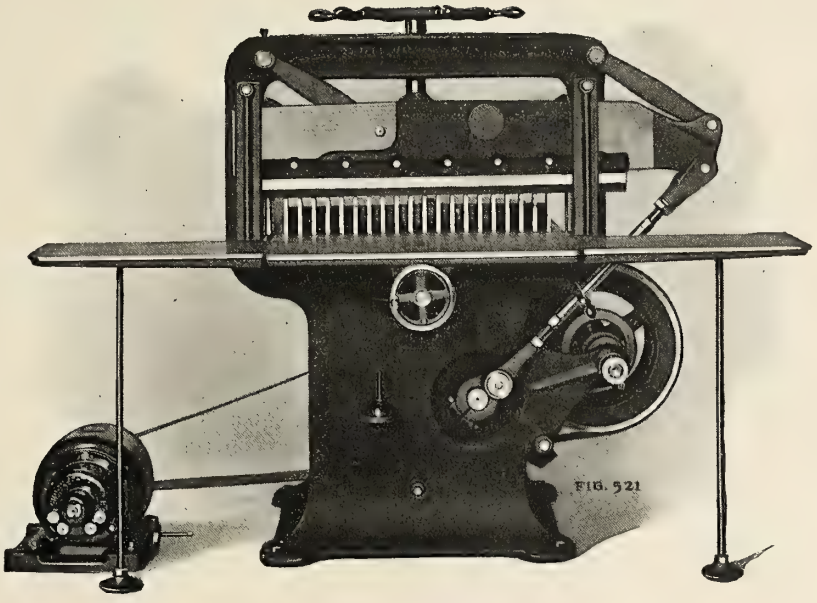
Before you buy, do yourself justice by investigating the reliable Dewey Ruling Machine.

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.



When It Comes to Buying a Cutting Machine — *Investigate*

The days of "pig-in-the-bag" buying are over. "Show me" is a little slangy, but it means a whole lot. When you invest in a Cutter you want to *know* you are getting the best your money can buy.

We make ninety styles and sizes of Cutters.

Each Oswego-made Cutter must have *at least* three points in which it is superior to all existing cutting machines.

We want you to know about these three points and the other SIX that have sold and re-sold the Oswego Cutters *all around the world.*



Can't Break It

Do you know about the power-saving (and power is money) device on the Oswego Automatic Clamp Power Cutter?

Ask us to "show you." Write for the book picturing and describing Oswego Cutters from the little 16-inch Oswego Bench Cutter to the giant 7-ton Brown & Carver Automatic Clamp Cutting Machine — and why not write for it now?

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

OSWEGO, N. Y.

It Isn't So Much

what we say in our advertising matter about the character and our claims for the famous Velvo Enamel, but it is what we can demonstrate or prove by actual results from Velvo Enamel that will satisfy you—the buyer.

Velvo Enamel

A Quality That Leaves Nothing to Be Desired

This coated paper is distinctly different from any other kind on the market, because of its uniform and perfect printing surface, and, further, because of its general adaptability to all grades of high-class color or single-color printing.

Let us submit samples or send to your place of business a special representative. Investigate now and get ready for your Fall catalogue, booklet or high-class printing.

We carry the largest stock of Enamel Book, S. & S. C., and Machine Finish Book Paper in Chicago, ready for quick delivery, in case lots or more, in standard sizes and weights.

West Virginia Pulp & Paper Co.

(Incorporated)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

Steel Equipment for Composing Room, Press Room and Bindery

COMPOSING Rooms, which grow to large proportions by the addition of necessary pieces of furniture, purchased here and there, from time to time, almost invariably suffer from lack of efficiency and sooner or later "dry rot" sets in, the working force becomes contaminated and the concern begins to degenerate. *Relief must come from the outside, and only experts can supply it.*

We are efficiency experts for Printing plants and able to give you valuable service and show you the "short cuts" that can be made in operating the Composing Room, Press Room and Bindery. We thoroughly investigate prevailing methods, introduce improvements, design such furnishings as are necessary to obtain the greatest efficiency and when the plan is perfected, submit blue prints showing the correct arrangement. We then give estimated cost of the proposed new Equipment. Each plant is treated individually—no two alike—according to its own special requirements.

No order is expected unless a substantial saving is shown in both cost of operation and floor space. We usually save from 10 to 25 per cent. in labor and 30 to 50 per cent. in floor space. Let us show you what we can do for you.

Keystone Type Foundry

Designers and Makers of Modern Steel Printing Equipment consisting of Cabinets; Case Stands; Linotype Dumps; Ad-Frames; Correcting and Storage Frames; Imposing Frames and Surfaces; Assembling, Make-Up and Stripping Tables; Galley Transfer and Self-Dumping Trucks, etc.—ALL OF STEEL.

Main Office and Foundry: Philadelphia, Pa. *Steel Furniture Factory: Chester, Pa.*
Houses in New York, Chicago, Detroit, Atlanta, San Francisco

Set in the Ayer and Ayer (Non-Kerning) Italic Series made by the Keystone Type Foundry.

How the Keystone Benefits Printers and Publishers

While working its way to the forefront of the type founding industry and developing the demand for its products which now exists throughout the world, this Foundry has constantly labored for trade improvement and better printing.

Keystone has originated and introduced many type styles which have brought marked improvement in typography, notably among them being the Caslon, John Hancock, Powell, Ben Franklin and other well known groups of faces in the several variations of widths and styles for the printers' convenience.

By establishing numerous selling houses in the principal cities, Keystone has brought large and complete stocks of supplies conveniently to hand for all printers and publishers of the country, rendering service in the matter of furnishing supplies which has aided materially in the development of individual printing concerns and the business generally.

Keystone originated and introduced the selling plan whereby all type faces are now purchased at one list of prices, and thereby perpetuated moderate rates for the printer.

Keystone was the first Type Foundry to schedule, show and font Accents for all Foreign languages, thereby greatly facilitating the work of the printer in handling Foreign copy.

Keystone was the first Type Foundry to design Non-Kerning Italics, which other foundries claimed could not be successfully made but which are now in such demand that competitors are obliged to make them.

Keystone was the first Type Foundry to issue a complete Specimen Book in colors, with practical examples for the guidance of printers in correct composition and arrangement.

Keystone has maintained a competitive market for buyers of Type Foundry products by remaining independent of all other type founding concerns and standing for the "square deal."

Keystone was the first concern in the world to build Printers' Type Cabinets of steel and the first and only one to operate a large independent factory exclusively in the manufacture of printing plant equipment made entirely of Steel.

Keystone was the first Type Foundry to employ high-class efficiency experts to go about modernizing and systematizing Composing Rooms, Press Rooms and Binderies by designing special pieces of Furniture for special needs and arranging plants scientifically in every detail for the expeditious handling of all operations and the bringing through of all work in proper sequence without loss of time or duplicate effort. This service is new to the printing world and is so effective in the saving of time, labor, cost of operation and floor space that it must eventually revolutionize the better class of printing plants everywhere and bring them under scientific management.

The day of great progress in the development of printing is at hand. Plants purchased at random and thrown together hit or miss in the old way will no longer do. Printing houses to be successful must use not only the best machinery obtainable, but the best of all other necessary equipment as well. Steel Furniture is now rated of equal importance with the best machinery.

Keystone has heard the call for greater economy in time, labor, cost and space, as well as for larger output and better quality. It answers this call with its Steel Furniture and other modern equipment to fit in with up-to-date machinery, thereby completing a new scheme of organization and higher efficiency.

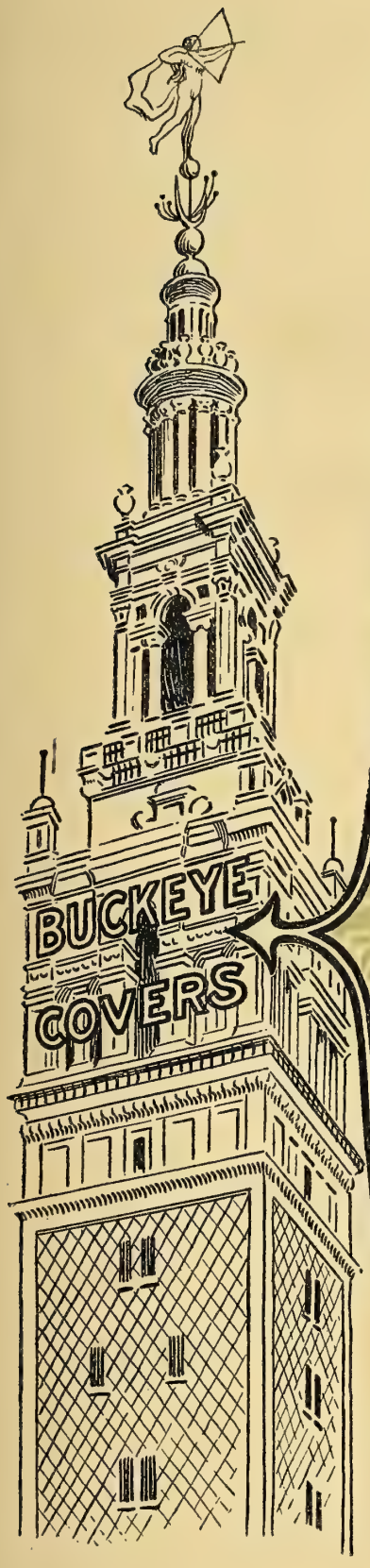
If our efforts for the improvement of printers and printing generally commend themselves to you and your appreciation shows itself in an increased demand for Keystone products, it will insure a continuance of our labors in your behalf.

Philadelphia
New York
Chicago

Keystone Type Foundry

Detroit
Atlanta
San Francisco

Set in the Ayer and Ayer (Non-Kerning) Italic Series made by Keystone Type Foundry



¶ Madison Square Garden, designed by Stanford White and completed in 1890, is to be torn down in 1912 to make way for a loft building. The week of October 23 will be a good time to take your farewell look at it. The *Buckeye Cover* exhibit will be in spaces 67 and 68—almost the first thing you'll see if you turn to your right on entering the door.

A Convincing Demonstration

of the quality and adaptability of *Buckeye Covers* will be an important feature of the New York Business and Advertising Show, to be held in Madison Square Garden, New York, during the week of October 23.

A hot-embossing plant in actual operation, together with a display of hundreds of high-grade Catalogues, Booklets, Folders, etc., will furnish striking and conclusive proof that *Buckeye Cover is a better embossing medium, and more completely adaptable to the requirements of the progressive printer, than any other cover-stock on the market, regardless of price.*

If you do not expect to be in New York in October, write us on your business letter-head, and our box of "Buckeye Proofs"

Will Be Sent You by Express

—charges prepaid. These "proofs" show how many prominent advertisers have increased the effectiveness of their advertising matter without increasing its cost—and how *you* can increase your *profits*—by using *Buckeye Covers* in place of the more costly cover-stocks.

Buckeye Covers, the "economically effective" advertising medium, are *now* made in *four* finishes, *four* weights and *sixteen* beautiful colors. If you have not seen the new Double Thick and Ripple Finish *Buckeye Covers*, you should write for sample-book.

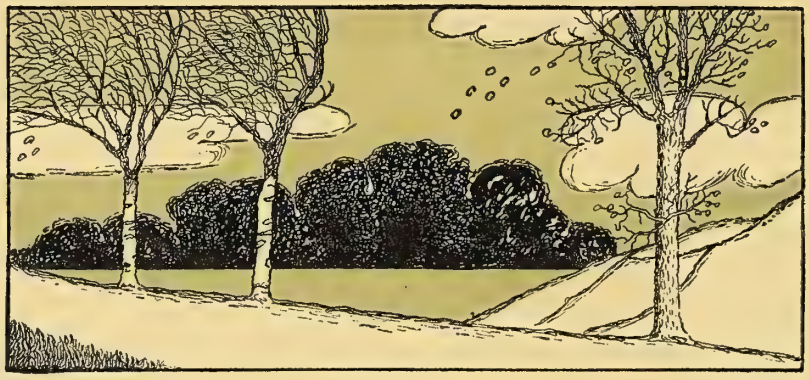
Buckeye Covers are stocked by representative dealers in principal cities of the United States, Canada and England. For sample sheets and other information, in case no jobber is near you, write direct to

DEPARTMENT B

The BECKETT PAPER CO.

MAKERS OF GOOD PAPER
in HAMILTON, OHIO, since 1848





GIVE·US·THIS·DAY
OUR·DAILY·BREAD—
GIVE·US·ALSO
THE·MORAL·STAMINA
TO·EARN·IT

A·H·McQuilkin

Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

Copyright, 1911, by The Inland Printer Company.

THE INLAND PRINTER

The Leading Trade Journal of the World in the Printing and Allied Industries

TERMS : $3.00 per year, in advance. Foreign, $3.85 per year. Canada, $3.60 per year.

VOL. XLVIII **OCTOBER, 1911** No. 1

HOW DO YOU HANDLE YOUR STOCK?

A FOLLOW-UP AND RECORDING SYSTEM THAT REALLY WORKS

By WINTHROP M. SOUTHWORTH

FIVE years ago I went as inside man in a large printing-office. The plant was well equipped, but the systems in the counting-room were far from satisfactory. It fell to me to put in some sort of a system that should be both simple and workable. One of the worst troubles was in keeping track of stock, both that on hand and that which was bought from outside for special orders. No one ever knew just what was in the stockroom, especially for offcut, of which we had a great deal in really valuable kinds and sizes. (I may say here that we clear on an average $50 a month from it.) As for the outside orders, jobs were continually going to press, only to have the forms lifted from lack of stock.

Of course, it happens even now, once in a while, but practically only in the case of extremely rush jobs—mostly those that are produced on a day's notice or less. When it does happen, it is always possible to tell just whose fault it is, and that is something of a satisfaction. Save for the fact that in working under unusual pressure something is very likely to be overlooked, there is no good reason for its ever happening, for we can tell instantly just how much regular stock we have on hand; we can get any lot of offcut immediately, and we know either that outside orders are in or when they may be expected.

The method of recording regular stock is, of course, only the old one of using stock cards, entering each new lot as soon as it comes in, deducting each lot used as soon as the cutting order is made out, and making a new total after each addition or subtraction. At first, stock was deducted after it had actually been laid out by the stockman, but this gave so much chance of using on a later job stock that had already been requisitioned for another, that we changed the plan. Once in a while the stock for a job is changed after a deduction has been made on a

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

card, but there is less likelihood of this than of using the same stock twice, and it is very easy to correct a stock card. The card is simple, as the illustration shows, and takes little time to keep it up. Size, 5 inches by 8 inches.

Offcut is tied in bundles — naturally only one kind and size in a bundle — and the bundles are given lot numbers. The stockman reports to the office all lots as soon as he numbers them, together with a complete description and the quantity. These lots are entered on the card shown

Kind			Size		Basis of
From					Price
Date	Job No.	Sheets	Date	Job No.	Sheets

A reorder for rms. must be placed when stock is sheets

Fig. 1. Showing the regular stock card.

above, and the lot number is also noted. A piece of each lot is clipped to the back of its card. The cards, as are also those for regular goods, are filed behind guides classified according to kinds, that is: *Books* — coated, antique, M. F., super, hand-made; *bonds*, *cards*, *manila*, etc. We can tell in an instant whether there is offcut on hand that can be used, instead of buying, and where we possibly used $10 worth a month (after spending considerable time "digging" it out), we now, on account of its availability, use, as I have said, $50 worth — quite a saving in the course of a year for a printer, especially as the only cost attached is the expense of tying and recording.

Our outside stock is ordered on a three-piece purchase order, each part of which is shown in Fig. 2. The original goes to the outside dealer, the triplicate to the stockroom, and the duplicate is the office copy.

This duplicate is filed in a tickler, behind the guide bearing the date on which the goods should be in. Every two hours during the day, the stockroom foreman reports to the office all goods received, using a slip like that shown in Fig. 3.

Several times through the day the order-department stenographer compares these slips with the carbons of orders due in that day. Sometimes goods arrive ahead of the time expected, but since only one girl works on this following-up, she is so familiar with her tickler that she has no trouble in finding her duplicate. The receiver's slips, after being checked with the original order, are filed alphabetically in a desk file under the

ORDER FROM
The Inland Printer
To (ORIGINAL)
THE INLAND PRINTER
By
Order No.

ORDER FROM
The Inland Printer
To (TRIPLICATE)
THE INLAND PRINTER
By
Order No.
Customer Must be in

ORDER FROM
The Inland Printer
To
(DUPLICATE)
THE INLAND PRINTER
By
Order No.
Customer Must be in
Cut
For copies gross copies net
Remarks:
No changes to be made from this order unless authorized in writing by Mr.

Fig. 2. Purchase order, showing original, duplicate and triplicate.

names of the firms from whom the goods came, and the order itself is sent immediately to the cost department. The receiver's slips are kept until the bills come in, and, after being used to check for quantity, are no longer of any use. This method makes necessary one more operation, but in our own case it is worth it, in order to get the carbon of the order to the cost department in the quickest time practicable.

This form of order is used not only for paper, but for engravings, electros, binding—in fact, everything. And everything is systematically followed up. The stenographer has very definite instructions to use the telephone vigorously the *first* thing each morning, and to put all information on the backs of her orders. After her morning calls she is supposed to be able to tell the story of any outside order without a moment's delay—if she can't, it's directly "up to her." Besides her work, there

is a second check on jobs going to press without stock. On the job envelope there are, of course, spaces for indicating the kinds of paper for the inside and cover, and for cutting sizes. If the stock has been ordered when the ticket goes to the shop, a check (✓) mark is placed at the left of the space designating the kind; if the cutting order has been

Date

Received from

the following

Job No.

Fig. 3. Slip used by stockroom foreman, in reporting goods received.

given, a similar mark is placed against that space. If a ticket goes to the shop unchecked, it must be recalled and checked at the time the order is given. A good many times the cutting order can not be given when the purchase order is made out, but in all such cases the stockroom

STOCK ORDER

Kind

Cut X to a sheet

For copies gross; copies net

Remarks:

No changes to be made from this order unless authorized in writing by Mr.

Fig. 4. When offcut is to be used, this form is employed.

must have its copy, with the words, "Cutting order later," on it. Just as soon as the cutting order *is* made out, the ticket must be checked. The shop has strict injunctions to send no job to press if the ticket is without a check mark against the cutting space. Furthermore, it is required to notify the office should a job be ready for press and the stock be not in the house.

It may seem to some that this imposes a good deal of clerical work on the shop, but in reality it takes very little time, and what it does take is more than saved in permitting a regular routine of presswork. It is needless to say much about the expense of getting forms, large or small, on to a press and then having to lift them.

When offcut is used, a slightly different cutting order form is used, as shown in Fig. 4. This is in duplicate only, there being no copy to go outside.

Each morning the cutter sends to the office all the cutting orders that were attended to the previous day. Those that are carbons of outside orders are simply in the nature of a report to the office, as the stock they call for will be charged to the job direct from the warehouse bill. The carbons of orders that called for offcut or for goods from stock are more than a report. In the first place, they are the only means of charging the stock to the job; in the second, the stock cards must be verified from them. There will be times when for one reason or another an order is sent along without first deducting the stock from the stock card. Whenever stock is taken off the card when the order is made out, the order is checked (✓) against the kind of stock, and if an order is returned unchecked, the card must be brought up to date. Any changes will also be noted at this time. After the cost price has been put on, the order is sent to the cost department, which returns it to the stockroom, where, with the orders for outside stock previously returned by the office, they are filed. We have found that it pays to keep them at least a year, and we generally keep them longer.

I doubt if there is an office that has fewer stock troubles than the one in which this system is in operation, and I know of a good many that have more. Should any shop adopt this plan and find any difficulties in details, I shall be glad to answer inquiries addressed in care of The Inland Printer.

HAVE A TIME AND PLACE FOR EVERYTHING, AND DO EVERYTHING IN ITS TIME AND PLACE, AND YOU WILL NOT ONLY ACCOMPLISH MORE, BUT HAVE FAR MORE LEISURE THAN THOSE WHO ARE ALWAYS HURRYING, AS IF VAINLY ATTEMPTING TO OVERTAKE TIME THAT HAS BEEN LOST.—Tryon Edwards

A CHAPTER ON TYPOGRAPHICAL "BULLS"

By C. A. HARTMAN

THERE was a time in the history of the printing business when "firing" proofreaders for permitting errors or "bulls" to pass them was the recognized and accepted punishment for the crime. This method finally developed into a species of persecution that was intolerable, and it has been abandoned, except in extreme and perhaps deserving cases.

Proofreading on the modern daily newspaper has long since ceased to be one "grand, sweet song," and it is not an idle assertion to say that every reader on a morning or evening daily earns every cent that is paid him.

One of the difficulties the proofreader of a metropolitan daily has to contend with is the mediocre copy as turned in by mediocre reporters. These men or boys, principally "cubs," cover their story, and, in writing it out, spell the names of the principal characters two or three different ways on the same page of copy; give street numbers that do not exist; give dates of events with the most glaring disregard for facts, and have but little respect for, or knowledge of, the grammatical construction of their sentences.

The copy-readers pay little or no attention to the proper preparation of copy, and so, when the operator gets hold of it (having ever in mind the efficiency limit as to the number of lines he must set daily), he goes blithely on and follows copy, his mill turning out something like these:

The King of Siam was born in 1853, and had resigned (reigned) for 40 years.

There is a Long Island fare carter (forecaster) yet to be heard from.

In the early 60's a very old bride (bridge) on spiles still remained.

A competent nurse (corpulent purse) was produced, out of which the fine was paid.

When the salted (sacred) codfish appeared off Oyster Bay.

Strong indorsements of new testament (treatment) given daily by the New York public.

The state should provide witnesses whose evidence would not be under suspicion as being colored by the size of their feet (fee).

Acting under orders the cashier said he had soused (so used) the check when it came in.

Children's Court — Another room in the new building will be devoted to a mother's pest (rest).

The prince's claim to the thrown (throne)

Of course, many of these errors were caught in the reading, but in the last hour, before going to press, when every employee of the composing-room is keyed up to the highest possible pitch, an occasional "bull" will get through. While some of these errors are positively silly, others are rather funny. For instance, no one would ever suppose that the Federal Government was engaged in handling cats, either dead or alive, but in the Fishing Notes on a well-known New York sporting paper, the following appeared: "The government planted 200,000 tomcats (cods) in Jamaica Bay." The same paper, in another issue, stated concerning a championship bowling match: "Alex Dunbar was hauled out of the fireplace (first place) by Mr. Pump for the championship gold medal."

The office "style sheet," which invariably drives the operator to long and loud profanity, was ordered changed in one instance to read: "Make gentlemen—men, and ladies—women, except in ads." Slug 82 got a take and turned out the following two gems: "Old Woman (Lady) of Threadneedle Street," "Woman (Lady) Burdett-Coutts."

Masons of Brooklyn, who are members of Kismet Temple of the Mystic Shrine, built a beautiful mosque, which is the pride and delight of all the fraters in that city. A proofreader, whose knowledge of public affairs was not as extensive as it should have been, permitted this to pass him: "The Masons held a big social affair at Kismet Morgue (Mosque)." This same reader allowed the following to stand: "The histrionic (historic) organ of Plymouth Church." Think of this concerning the church of Henry Ward Beecher!

A paper that features its church news, and publishes famous sermons in full, has had some rather trying "bulls" to contend with in its religious notes; for instance:

At the conclusion of the programme refreshments were served and a social bowl flowed (hour followed).
He took the concentrated (consecrated) wafer which Father Heinrick offered.
The Rev. Dr. Dickhout gave the innovation (invocation).
The Temple Choir of 200 Vices (Voices).
Even the Fourth Gospel of H. Paul's (St. Paul's) Letters.
"The Paths of Motion" (Pathos of Inaction).
Anthem—"Pease (Peace) I Leave With Lou (You)."
Ripping (Reaping) where they have not sewed (sowed).

Probably the most distressing errors that can occur are those in death or obituary notices. One can imagine the feelings of the family of the deceased when the following appeared in their favorite daily newspaper:

Sullivan died Friday at his home and was married (buried) at Calvary Cemetery yesterday afternoon.
Our dearly colored (beloved) son.
The son however C. (Howard C.) died one year ago yesterday.

Here is a collection of misprinted titles that have appeared from time to time:

"A Poem by St. Abdomen (Swinburne)."
Wee Bum (Burn) Country Club.
Descendants of the Heathen (Heather) Land.
"Sewing (Sowing) the Wind."
"Legend of Grandma (Granada)."
The Boston Sympathy (Symphony) Orchestra.
"The Plumbed (Plumed) Knight," by Ingersoll.

Special attention is always given to the reading of advertisements, and on some newspapers they are re-read by a different proofreader; even then the unexpected will appear in print, as these examples will demonstrate:

$60.00 Linoleums at 39c.
$200.00 Seal Skin Sacques at $1.69.
69c. Princess Jacobs (Jabots)..... 49c.
Shaded Old English Visiting Cards, 98c. yard.
$3.00 Vestibuled Corsets. (Ventilated Corsets.)
Flats to Let with widows (windows) in every room.
House to Let—Beam ceilings; dining-rooms, paneled sidewalks (side walls).
Situations Wanted—Can milk or drive any kind of wagon.
For Sale—A large, double-door sofa (safe).
It regulates the bowls (bowels),
Made from silky batiste, etc., forming yoke with bean trimmed (Beau Brummel) ruffle.
Pots, pants, kettles, brooms, etc.,
Blind embroidery on linen, showing insects (insets) of baby Irish.
A Gentile (gentle) laxative.
A strong framework on soiled (solid) feet.
Low fruit or jelly bowels (bowls).
Sponge cake with a generous spreading of chocolate between the lawyers (layers).
Unfermented grape fruit (juice).

One instance can here be cited where two readers were "fired" for a price error in department-store advertisement. The copy was in the form of proof sent from the store's private printing plant. The item was a special sale of several hundred yards of silk, and the selling price

appeared to be 35 cents per yard. Both reader and copyholder passed the figure as being 35. It turned out that the selling price should have been 85 cents, and the store, in keeping with its policy of always living up to its advertisements, sold the silk at the lower price, charging the business office of the newspaper with the loss. The two readers on the desk were "fired," not so much because the copy was bad, but because they had neglected to follow the unwritten, but almost universal rule, "In case of doubt in selling price, make it the higher figure."

These errors will creep in as long as there is printing and so long as daily newspapers are issued in such a slap-bang rush. The proofreaders, like the other employees, are but human, yet they are eternally striving for that perfection which has never been possible except in the case of one man — dead these nineteen hundred years.

KNOWING THE BUSINESS END OF IT

By ARTHUR K TAYLOR

THERE is a time-honored institution of the business world upon the findings of which depend the direction of its activities, the modifying of its policies, and, at times, the issuing of the word to halt. This institution is the "taking account of stock." It means the painstaking, systematic and thorough examination into the condition of your business. When rightly made, this investigation discloses the financial worth of the enterprise. Its comparison with previous periods tells of improvement or otherwise. If different departments or branches are embraced in the business, stock-taking shows their relative money-making capacities — in short, the taking account of stock tells you what you are doing.

Hard work does not always mean profitable work, and the man who may have his nose down to the grindstone fourteen hours a day and who is, perchance, the embodiment of all the domestic virtues, may, when it comes right down to it, be making so little, that if he knew it, and had the time, he would be thoroughly ashamed of himself. It is not particularly creditable to any man to have it brought home to him that, in a business way, he is in this day and generation one of the incompetents.

It is gratifying to note that there is in the printing business, even in the small establishments, an increasingly good number of men who are making good, who, while they may not be getting quite all they are entitled to, are yet able to hold their own in the world of business and

can look their associates straight in the eye with the consciousness that they are winning in the great game.

That this is so speaks well for the intelligence, judgment and application of every printer thus successful, for it is my opinion that the ability that wrests even a moderate degree of success from the printing business would make a mark of distinction in many other lines.

There are, however, a great number of hard-working men conducting small printing plants who, while they may be thoroughly good workmen, well versed in the craft, yet seem to be so lacking in the hard, common sense that has been crystallized into what we are pleased to call good business practice, that their industry and nervous energy avail them little, and they are so busy hustling to meet their pay-rolls and paper accounts that, as a matter of fact, they don't seem to have time to actually know where they are going.

To this large, deserving, and often sorely hurried class, let there be recommended a stock-taking. This does not necessarily mean a close estimate of the worth of every font of type, and all your possessions down to a half-pound can of bronze-blue ink skins, but it means more particularly, if it is your first experience of this character, a very careful looking into your business qualifications and what they have brought to you in the way of financial return.

Are you a good buyer? Those who know claim that printers operating moderate plants are about the "easiest marks" they can find. Do you pay the price asked immediately, or do you look around to see what you can do elsewhere on the same or possibly a little different proposition? Either procedure makes for better buying; you may not always buy cheaper, but you frequently get better values.

Do you, when getting figures on supplies, specify that the goods are to be delivered to you freight or expressage prepaid? You seldom in this world get anything without asking for it, and when, in competition, you ask figures on goods to be prepaid, in many cases the point is conceded without charge, as the bidder frequently considers that otherwise he may lose out in the competition with some one who prepays.

Do you charge for even trifling overruns? Why shouldn't you? You have to deduct for shortages.

These items, you may say, are small. This may be true, but in a year they represent in the aggregate a sum of no trifling size.

Do you discount your bills? Two per cent a month on supply bills represents a tidy sum in a year, and if you have an adequate working capital, it's far easier made than any ordinary profit you can gain in a straight-out manufacturing proposition.

To those printers who are leading a hand-to-mouth sort of existence the suggestion of working capital represents something of an unattainable condition of earthly felicity, greatly to be desired, but hardly to be hoped for. This too frequent, but unbusinesslike condition, can be corrected if the requisite decision of character is brought to bear. It means manfully facing the situation, and, it may be, practicing for a time those rigid personal and domestic economies that some wives know so nobly how to help in, until the tide turns; and those very difficulties that laid their depressing burden as such a heavy toll on productive energy become, instead, a source of added strength and gratification.

Let no one be discouraged—face the situation hopefully. No matter what of the past, you've "a spotless future before you."

GETTING PROSPECTS FOR PRINTING

THE FIRST OF A SERIES OF THREE ARTICLES ON "SELLING PRINTING"

By GILBERT P. FARRAR,

Assistant Designer of Printing, International Correspondence Schools

"TO hold the old customers, get after the New."

It is a natural law of business, as well as everything else, that a firm or person can not stand still. They must move either backward or forward.

The printer who gives the same attention to the securing of new business as he does to seeing that the old customers are getting good service is usually the most prosperous printer.

To get new business we must first get the prospects.

In the getting of prospects, the average printer can learn much from the modern business man.

First-class service, good quality and the right prices, together with personal solicitation and esteem, will gradually get some new business.

But, beyond these methods, the majority of printers seem to think that there are few, if any, other methods of selling printed matter.

What would become of many of our large business houses if they relied entirely on these methods of selling their goods?

It's hard to tell. There are so few business men who do.

If a printer wishes to get out of the class that solicits business on price only, he should take some of his own medicine—advertise. He should also take a hint from the successful business man and advertise more intelligently.

MAILING LISTS

Nearly all printing concerns of any size have a mailing-list.

These lists are supposed to be prospects for printed matter.

Three-fourths of all the mailing-lists seen by the writer during the past few years were simply the names and addresses of former and present customers, with the exception of about one per cent of the names, which were those that had never bought anything from the printer using the list.

The business man of the present usually goes to some company that makes a specialty of mailing-lists, tells it all about his line and his plans, and has it make up a list containing the names, addresses and businesses of every likely prospect in the territory he wishes to cover. To this is added the names, addresses and businesses of his past and present customers, together with the names of prospects gathered by his selling force.

These names are then properly circularized, the wheat is culled from the chaff and assorted according to business and territory.

A filing cabinet made of drawers each large enough to accommodate about five hundred 5 by 7 inch cards is the most compact and handy method of handling a mailing-list.

The number of names on a mailing-list is governed by the number of salesmen employed in the territory to be covered, and the amount of money available for advertising.

The cards on which mailing-lists are made up should have a number of blank lines under the head of "Remarks." Any information gathered through correspondence or salesmen should be entered there. This is a big help to a salesman who makes up a route from the mailing-list for a short business trip.

By all means, keep the list up to date. When a piece of advertising is returned with a "Can not locate" sign on it, cut out that name. It's more profitable to have a small list, and know that all your advertising matter is working, than to have a large list that is full of deadheads.

PREPARING AND SENDING SOLICITING MATTER

Most printers make the serious mistake of sending out a reminder only when times are dull, or when they have nothing else to do.

Spasmodic advertising is better than none at all, but regularity is as important as the water when it comes to wearing away a stone.

Something should be sent out each month to the entire mailing-list. And it should be sent out at about the same time of the month, preferably around the twentieth.

The average man looks for something unique from a printer just as much as he would expect a tailor to wear the most stylish and up-to-date suit.

With all the tools of production, why shouldn't a printer's advertising shine?

It's because the preparation of his advertising is left either to some



The inside pages of a four-page folder which was printed in two colors on card-finished stock and sent out at the Thanksgiving season.

compositor who knows more about type than advertising principles, or an idle bookkeeper who may be *only* a bookkeeper.

Advertising is more than so much type, and salesmanship is more than so many words.

The matter sent out by a printer should be unique, timely and of the best quality possible.

There is nothing new under the sun, but there are many of the old things that can be made to look new.

In connection with this article is shown, in reduced form, the two inside pages of a four-page folder sent out during November. This folder was printed on a crash-finished stock, in two colors, and sent out in a standard-size white envelope, with no printing whatever on the envelope.

SOLICITING SPECIAL CLASSES

Live, up-to-date printing plants usually have some job going through that is exceptionally fine.

A good scheme is to run extra copies of the title and several inside pages of this job, put them up in an attractive cover, and send them to those names on the mailing-list that are in the same line of business. A brief, personal letter on the regular company stationery should follow.

Answering correspondence is where many printers fall down.

When any letter is received, and especially a reply from advertising matter, it should be answered at once.

Get them while they are hot.

If the prospect seems to be sufficiently hot, send a salesman after him and load this salesman with all the information possible about the customer and a good line of talking points. If he is only lukewarm, write him some bristling letters and send him some more samples of work.

Printers who have special equipments for a certain line of work should get out special sample sheets or books, showing that line only, and send them to a picked list, with a full explanation of the printer's special advantages. The printer should not think that because he knows all about his superior advantages that every one else does.

GETTING PROSPECTS BY MEANS OF WINDOW DISPLAYS

Many persons pass a print-shop, but few come in.

Why? Because they are not *asked*.

Utilize the window! If there isn't any, get one!

Some concerns are conducted entirely by window displays, and hundreds of others rely on them for a large part of their business.

Isn't it logical to suppose that if a business man will stop in front of a news-stand and look it over, that he will stop at a printer's window display?

The reason they don't stop at a printer's window display is because it has no "life."

The samples are usually laid in flat, without any regard for color or size; or they are pasted on the window where the sun makes them look like 30 cents in so many minutes.

A window display can be given "life" and "snap" by arranging cards in groups, showing booklets and catalogues open at different places, and by grouping small work on large mounts.

The work itself may talk some, but the proprietor of a print-shop can do a little talking also by the judicious use of talking-point cards.

Take a number of white cards about 5 by 7 inches or 7 by 10 inches (according to size of window and number of cards); print a red or green solid half-inch border all around the card and bleed border to edge.

Then print some interesting and different talking matter on each of these cards. Think over some of the best arguments you have used and make up the cards from them.

The flashy border will add "life" to the window, and also give the onlooker a silent selling canvass closely connected with a full line of samples, provided the window glass is kept clean enough for the prospect to see through.

PROSPECTS FROM CUSTOMERS

When a prospect has become a regular customer, he should be solicited for the names of his friends who use printed matter.

Everybody knows somebody else, and as the customer is only asked to give the name and address, he should not raise any objection.

In nearly all cases, if he has been treated fairly and is pleased with the work, he will be glad to voluntarily tell his friends.

When a name is secured from an old customer, every effort should be made to land the new man, because the more customers there are dealing with the same printer who know each other, the harder to get any one of them to change printers.

In the final analysis, to get more prospects there should be a live mailing-list that is kept up to date. There should be novel and timely soliciting printed matter sent out; and to help catch the man who may not be included in the mailing-list, a good window display should be kept on the job.

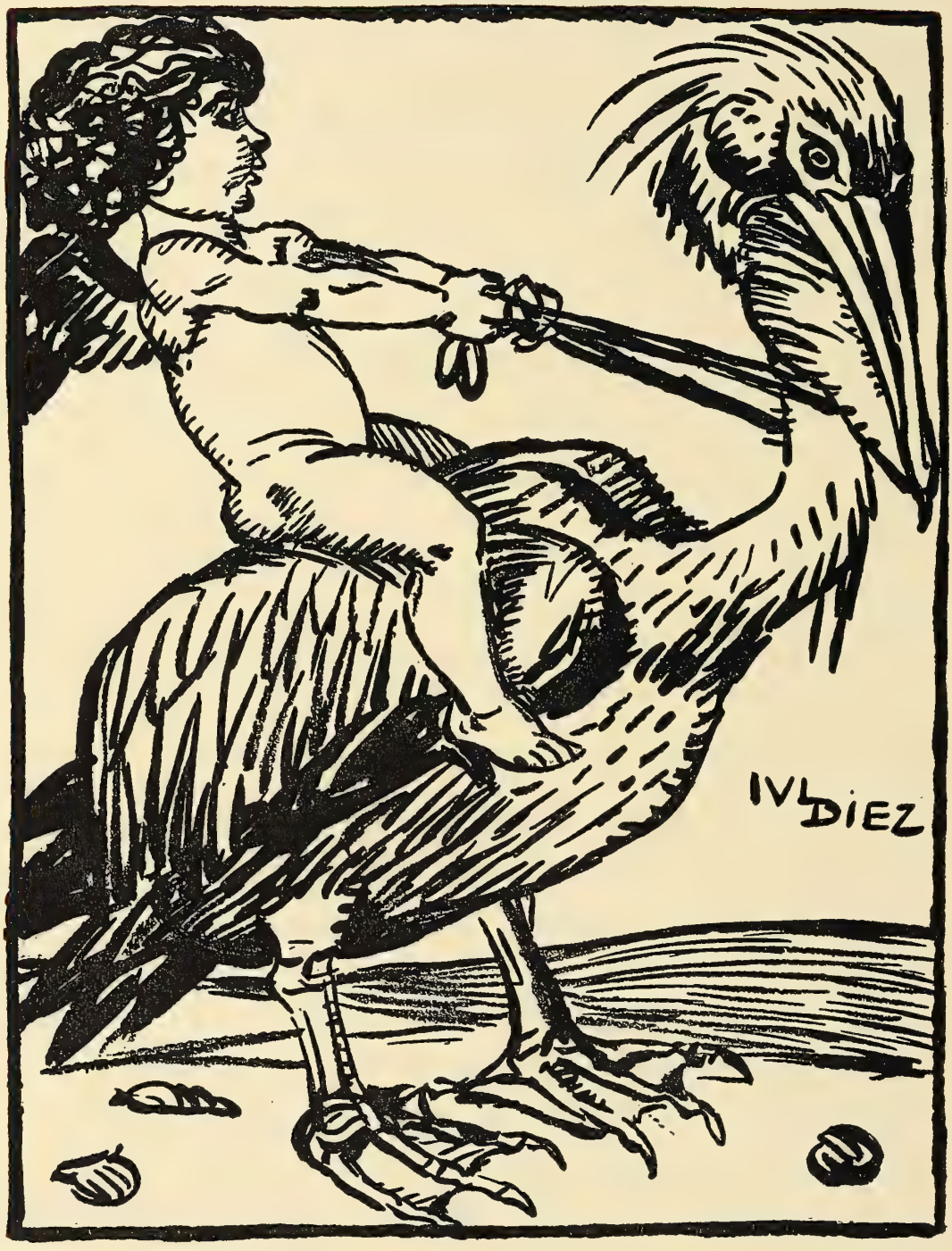
Keep the mailing-list "alive" even though it requires all the time of one person. It will pay.

If the printer can not get up timely and novel advertising matter, he should hire some one who can. It's worth the price.

Make the window display different by rearranging it now and then and by occasionally adding some new work or new cards.

And get as many customers as possible together who know each other and are on friendly terms. It is an asset.

DEPEND UPON IT, THE PERSISTENT MAN IS THE MAN WHO WINS ALL THE TIME. HE MAY SEEM A BIT SLOW ALONGSIDE THE SO-CALLED 'SMART' MAN; BUT HE STAYS ON WHILE THE OTHER GOES.—WILLIAM GAMBLE



PELICAN RIDER

Drawing by Julius Diez for the Calendar "Art and Life," third year, 1911. Published by Fritz Heyden, Berlin
From *Archiv für Buchgewerbe*

Editorial

WE wish to express the thanks of the trade to The Inland Printer Company for the splendid craft spirit shown in coöperating with us in advancing trade education."—*Fifty-seventh convention of the International Typographical Union.*

"OH, you INLAND PRINTER, the great harmonizer!" was the greeting of President Cushing, of the United Typothetæ Association, as he complimented our representative on "the grand work your paper has been doing recently." And the new appellation is placed among the many other inspiring ones that have been flung at us as we have sauntered through life.

THE influence and good will of no man are worthless. They are worthy of the most careful solicitude. The man who calls upon you to sell you something may be endeavoring to do you as great a favor as the man who is endeavoring to buy something from you. But the first is usually treated coolly if not discourteously, and the latter is treated as a man and a brother.

THE erection of a bust to Theodore L. De Vinne by the United Typothetæ of America and the placing of tablets to the memory of two of its members—John Armstrong and Daniel J. O'Donoghue—by Toronto Typographical Union are mute, mayhap unconscious, tributes to the dignity of our craft and the organizations that promote its interests.

WITH 56,000 members on its rolls and 51,000 paid up, the International Typographical Union reports that only 189 members were involved in strikes or lockouts during the past fiscal year. This is probably the greatest tribute that could be paid to the strength and good management of the trade's greatest organization. It speaks well also for the liberal-mindedness of printing-office employers, because the members of the typographical union have steadily furthered their interests during that period. The showing suggests the thought that the day of guerrilla warfare in the printing trades has passed. Conditions compel either nation-wide struggles like the eight-hour affair or intelligent coöperation. There are several deductions to be made from these surprising figures, and perhaps a more general recognition of the sentiment we are about to quote from a committee's report that was adopted by the San Francisco convention has had much to do with the condition the figures represent: "The strike and boycott never promoted organization, and but rarely were of benefit to either of the parties involved."

THE general introduction of cost systems is going to hurt the other fellow, is the opinion of Mr. Gilmore, the secretary of the Colorado Springs Typothetæ. He argues that the cost men will not take unprofitable jobs, so the "other fellow" will get all the lemons, which do not constitute a nutritious diet. Mr. Gilmore forgets that he reckons on a cost system plus backbone to make lemon merchants out of some otherwise highly esteemed printers. Now let the gentleman who lives under the shadow of the backbone of the continent devise a backbone for his colleagues and competitors.

BUSINESS methods are slowly learned by the rank and file of trade-unionists in the conduct of union affairs. To competent officials the unions have been and are indebted for the initiation and establishment of business principles in working out the details of union policies and in conserving resources. That the adherence to antiquated and extravagant methods of doing business is tenacious is well shown in the devotion to conventions held yearly in cities more or less remote from the center of the unions' affairs. Delegates are voted money to attend the conventions and to have a good time. The good times provided distract the attention of the men who have traveled thousands of miles more or less to transact the business of the union. The responsibility of the officials is taxed to the utmost to hold the convention in line. The transportation of the records and the thousand and one details that are required to adjust the business of the week are as irksome as they are costly. The business of the unions should be conducted at headquarters. The delegates should go

there for business and business only. But the good time need not be interfered with. Let the union have a holiday week if the members wish it so. Let there be a convention week for pleasure and social intercourse. Business and pleasure make a bad mix. Separate them, and then there will be more business transacted, and a "better time be had" when nothing but fun and enjoyment is afoot. So much of the important union business is now submitted to the referendum that it would be possible to have the business meetings of the unions every two years. The "good-time convention" every year would be held at a time when every one is planning for holiday-making, and a large attendance be assured.

Employing Printers' Consolidation Problems.

"One organization" has been the rallying cry among employing printers for a year or more. It has been the urgent cry of THE INLAND PRINTER for many years. On Denver, therefore, was focused the expectations of those who hoped that the great merging consummation had arrived. The big gathering at Denver is now among the records of history, and some are grieved and some are elated at the results. THE INLAND PRINTER can see nothing in the work at Denver to cause either depression or exaltation — but it does see much to inspire hope.

Though the most important struggle is yet possibly in the future, we have never seen the outlook so bright since the days immediately following the inauguration of the nine-hour day — nine-and-a-half-hour day to be exact — in November, 1898. Then for a time it looked as though intertrade strife would make way for coöperative effort. In those days we did not know so well the value of coöperation as we do now, and though the unions and the Typothetæ were then in harmonious association, we doubt if they respected each other as profoundly as they have learned to do in these later days of conflict and estrangement. The same may be said of Typothetæ and non-Typothetæ organizations. On this element of mutual respect, which necessarily means enhanced self-respect and control all around, do we base our hope for the future. We know the unions are not immediately involved in the present controversy, but the attitude of their leaders and their armies of craftsmen can not fail to have a great moral influence. These unionists more than ever realize the close relation that exists between good business methods and their wages. For this reason, perhaps, never before were they as deeply interested in an employers' organization or more alert as to how their best interests can be affected by such bodies.

THE INTEREST OF LABOR.

Some there are who taboo the consideration of the attitude of the trade unions when the business of an employers' association is being discussed. No one who attended the meeting at Denver could help but see that, while officially the unions were not recognized, the attitude that would be taken on unionism was all-important. We think that President Cushing's assurance that union men, members of the Typothetæ, would not be discriminated against is proof of that assertion. No other expression of the meeting caused so much comment or, apparently, gave so much satisfaction. Though the records may not show it, everybody knew the labor question was the pivot around which many things revolved; and naturally so, for the principle of collective bargaining as exemplified in the unions must be squarely met in order to deal adequately with its dangerous features and to bring forth its powerful and beneficent influences. For this reason our especial preference goes to a closely knitted organization like the Printers' League; but at this time such a comprehensive association is not attainable. Knowing that the history of progress is written in compromise, we would compromise on many things more important than a name or a method or an office, even if compelled to wait more than a year to gratify our hopes.

THE TYPOTHETÆ SITUATION.

It was inevitable that disappointment should wait on some at the Denver meeting. But what is the part of the craft-patriot in such circumstances? It is the part of the good citizen when the voting goes against him. He takes hold and lifts with all his might. So let us get the organization wheels on the track, and we will all arrive in good order.

What is the Typothetæ situation?

The proposal for a single organization is to be voted on by the members of all the organizations, including the United Typothetæ. Owing to its age, national character and wealth, that association wields the greatest influence, though it does not necessarily dominate the situation.

Many members of the Typothetæ will unquestionably vote "No," because the proposal involves a change of policy in the organization. If adopted, trade-unionists will be no longer tabooed in Typothetæ circles, for expressions held to be offensive by some unionists will be expurgated and provision made for entering into agreement with unions. Those members of the Typothetæ who are opposed to collective bargaining must remember, however, that not a few of the later additions to the Typothetæ ranks not only believe in col-

lective bargaining, but are enthusiastic trade-unionists. Whether the rank and file know of it or not, many of these men were induced to join the Typothetæ on the express understanding that the bars against unionists would be removed. Several of the "live wires" at Denver won their spurs as union officials, and sat in the convention wearing union buttons. If the Typothetæ does not vote "yea" on the proposition, many of this class will have to ask themselves, "Under which flag, Benzonian?"

It is unthinkable that any number will renounce their unionism or the policy of dealing with unions, and the presence of that type of man (irrespective of his labor views) in the Typothetæ is almost necessary to the growth and welfare of that organization. Though many of its members may not believe it, we are convinced that the future usefulness of the Typothetæ is largely dependent on the new order being adopted.



"BEHOLD THE MAN!"

Reproduced from a half-tone by Brend'amour, Simhart & Co., Munich, Germany, from a photograph by Gabr. Alinari, Florence, from the painting by Antonio Ciseri.

PRINTERS' ASSOCIATIONS AND FRANKLIN CLUBS.

The other parties in interest — Ben Franklin Clubs, Printers' Leagues, Master Printers' Associations, etc.— have much responsibility resting on their shoulders. In the parleys at Denver they were represented by men so closely identified with their organizations that their names had become synonymous with that of their respective associations. From the meeting held in New York last April to the eve of the adjournment of the Cost Congress at Denver on September 8, these gentlemen labored assiduously to develop a form of organization — not one that would meet the wishes of each of their respective associations, but one that would be sufficiently broad and liberal to enable all to join. Consequently they are capable of voicing the objections that will hold against the new constitution adopted by the Typothetæ convention. In justice to these gentlemen it must be said that most of them are satisfied for the present with the outcome, though the judgment of all — including ourselves — may be somewhat biased by an overwhelming desire for one organization, which is not a bad fault.

What are the principal objections as expressed by these bodies? As we understand it, the chief one is that the dues are too high, and the second that the Typothetæ convention elected officers from among the old members — men heart and soul in harmony with the old order of affairs.

ARE THE OBJECTIONS GOOD?

Though we regret that the lower rate was not adopted, it is difficult to say whether or not the dues are too high, for no one can foresee what demands

may be made on the treasury when an organization expands as the Typothetæ is likely to do if the present movement is endorsed. It is safer and more prudent to have a plethoric treasury than a lean bank account, especially when there is so much work to be done as there is to do in this case. At the end of the fiscal year members of the rejuvenated Typothetæ will know better its financial needs and can legislate accordingly. If the high rate were adopted as a matter of tactics, and for the purpose of preventing too great an infusion of new blood, then that can be remedied in the future — if the outsiders enter the fold. In considering the financial end of this question it must be remembered that the Typothetæ has a balance on hand of $30,000, and it is only natural that those who contributed should retain control of the treasury as long as possible. The suggestion that it, or a portion of it, should be returned to the payers and a new financial start made does not strike us as being either desirable or practicable.

In the circumstances, the objection about the election of the old guard is untenable — indeed, it smacks of the unreasonable. The Typothetæ convention was working under the old constitution requiring the election of certain stated officials. So it is self-evident the delegates could not elect any one not a member of the Typothetæ. An amendment to the constitution — of which ample notice had been given and which did not require referendum action — provided for additional officers. There was no legal obstacle to these places being filled at Denver, but the convention left them open for future developments. It is tacitly understood that if the new constitution meets with general approval, these places will be filled by members selected from incoming organizations.

While the situation is not what we would wish it, yet we are unable to see how it could have been bettered at Denver.

MINOR UNPLEASANT INCIDENTS — SHOULD THEY HAVE WEIGHT?

There were unpleasant incidents at the meetings which will weigh with some, but we feel that even in their worst light they should not be a factor in determining the big question now pending. First, ill-feeling was caused by the Typothetæ borrowing the hall for an hour in the morning and keeping it all day, depriving the Cost Congress of one session and relegating it to a small, overheated room for another. That this was exasperating must be conceded, but that it was premeditated is hard to believe. The executive session of the Typothetæ was, in popular parlance, a "hot one." Those in the lobbies felt the influence of the struggle, for the atmosphere was so tense as to cause excitability. There was a demand then and there to form another organization, irrespective of the Typothetæ; but cooler counsels prevailed. Even then there were those who felt that no affront was intended nonmembers, and we still prefer to think that, in the heat of debate and hoping that the end would come any moment, the question of using the hall was overlooked, and the whole thing was a matter of excusably confused management rather than a case of bad manners.

The incidents surrounding the promises of the Typothetæ conferees and the election of officers by that body are confessedly not so easy of explanation. The personnel of the Typothetæ's representatives preclude any thought of double-dealing. They are fair and quick-witted, so we are at a loss to know how they ever countenanced an arrangement pledging themselves not to elect officers. The Typothetæ being in some respects a referendum organization, it is clearly beyond the power of a convention to dissolve the organization. If the desire to do so were unanimous on the part of a delegate body, we are inclined to think the courts could be invoked to prevent the consummation of such a desire. Where feeling runs as strongly as it does in this instance, and where so much money is at stake, it is a safe conjecture that an appeal would be made to the courts. Though we have heard no adequate explanation of this phase of the affair, let us go behind the actions of the conferees and see if the craft generally — and the problem is now a craft problem — would be affected by the election or nonelection of Typothetæ officers. If there had been no election, would Typothetæ officialdom have been more favorable to a change? To a man up a tree, it would appear that if there is any advantage it is with the new officers, partly because of the views of one or two individuals, but more especially because of the conditions under which all were elected. Regrettable though the incidental features were, they are not of vital importance; they belong to the past. What the trade has to do with belongs to the future, and from that point of view we must look at matters. The election of these progressives to official positions, and the assurances of fair play to union men in the inaugural address of President Cushing, seem to us to be evidences of good faith and patriotic intention on the part of the United Typothetæ that far transcend what have been haphazard actions of men who were compelled to act so hurriedly as to preclude proper deliberation.

As we see it, if the United Typothetæ rejects the proposal, it will gradually recede in power and influence; if the other organizations reject it, they, also, will dwindle in prestige, though more slowly than the Typothetæ. If out of it all grows

one organization, the good work of associate effort will proceed at accelerated speed and the craft make hitherto undreamed-of progress.

Under the proposed constitution each employer determines the labor issue for himself. So let us forget ancient causes of dissension, also the little things of the recent past, and turn toward the rising sun of craft prosperity.

Modern Leadership.

Laurels of leadership that so well fitted the brow of Master Printer De Vinne are shifting to the bland, unwrinkled forehead of E. Lawrence Fell, of Philadelphia. These men have many divergent points of character. Compared with the Master, Mr. Fell is a young man, and though endowed with abundant talent no one expects him to write at this period of his life such a book as "The History of Printing."

Though by nature a lover of things good and beautiful, Mr. Fell does not preach about the beauty of the printed page or the greatness of the "art preservative," yet he is a leader of the hour. There are many men to-day who can raise their voices as Mr. De Vinne did for adherence to the principles of beauty in typography, but they are not esteemed leaders, though probably they have a larger audience and are accorded a more respectful hearing by the hoi polloi than Mr. De Vinne ever received. We be living in galloping days.

The reason why one with the plain patronymic of Fell will carry the mantle of the more romantic cognomen of De Vinne is that the times have changed. De Vinne with artistic capacity and business sense delighted in preaching the artistic with an occasional and apparently perfunctory exhortation on behalf of good business practices. We opine that the artistic is a fundamental of Mr. Fell's make-up, but when he speaks to his fellow printers — which is all too infrequently — he says naught at all about art printing. His message is ever and always about the selling end of the business.

That is why Mr. Fell is a leader — and we are sure no fair-minded person could take umbrage if we were to say *the* leader. Times have changed. Printing — commercial printing — has ceased to be an art. It is now a manufacturing and selling business only. So it is not that a Fell is superior to a De Vinne, but it is that the philosophy of a Fell is more timely, more opportune, and, perhaps, more needed at this time than is the philosophy of a De Vinne.

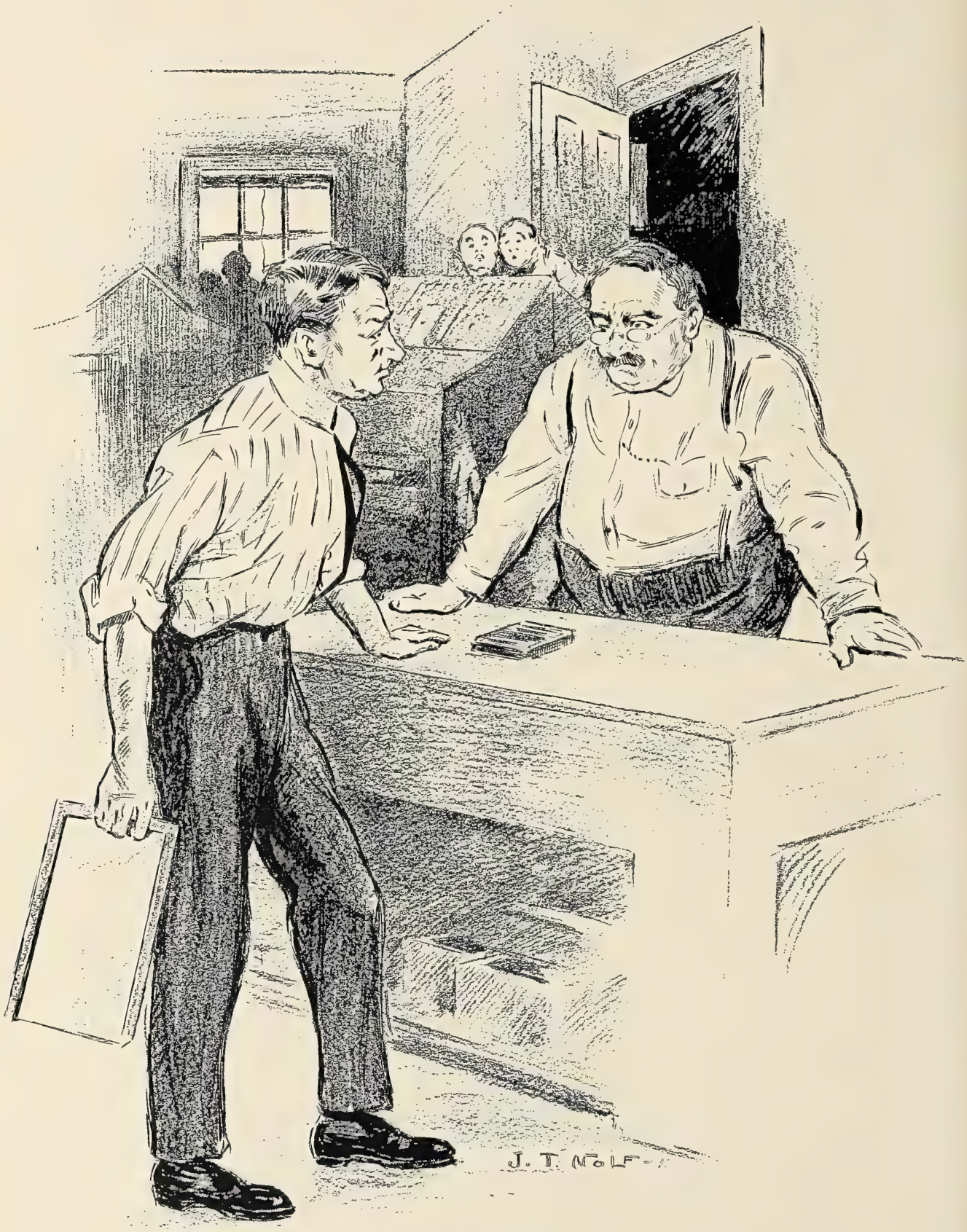
We would be among the last to put behind the beauties and joys of our glorious art for the fleshpots of the business office, but we see plainly that if the trade is not to be degraded there must be profit for the men who take the risks and more wages for those who do the meritorious work. If compositors, pressmen and engravers are to do the work which an elevated, esthetic sense craves, they must, with few exceptions, have refined — even artistic — home surroundings. And when the select few raise their standard of living a little they influence the standard of their neighbors and fellow craftsmen in the right direction. That is one of the reasons why a slight reduction of hours or a small advance in wages is a greater social benefaction than is the making of a millionaire — though there is something to be said about the social benefit of making a millionaire or even a billionaire.

This phase of the question has something to do with the ascendancy of the Fell philosophy. The weak point with Mr. De Vinne was his views on economic questions. He held to old ideas about the relation of employer and employee, being among those artistic souls who adored the god Competition, regarding its brutalities as incidental to if not necessary for the development of the human race. The antithesis of that type among the artistic was Mr. De Vinne's great contemporary, William Morris.

The Fells are neither Morrises nor De Vinnes. Too practical to ignore the labor issue, they endeavor to treat their workers fairly and squarely, and are usually in favor of collective bargaining, realizing that the men and women who work for them are human beings with the same attributes as their employers. The Fells sympathize to some degree with the aspirations of their employees. So while the new type of leader is more devoted to business, plain and simple, than was the older type, there is a vein of enlightened selfishness in the philosophy that bodes well for the wage-earner if he retains his dignity and self-respect, and markets his labor with skill.

Just what the views of Mr. Fell, of Philadelphia, are on these issues we do not know. He has not been called on to pronounce his ideas. We do know that he is a man who "grows," and who desires to be fair, so when he comes in contact with concrete propositions we do not doubt that he will be in the van advocating an enlightened treatment of the problems.

And so the world wags on. The old maketh way for the new. Yet the old is not obliterated or forgotten. What the De Vinnes taught remains, and most of the good there was in it has become commonplace, so we are enriched beyond computation by their efforts. Let us hope that when our contemporaries are superseded they will have made as good use of their opportunities.



IRONY OF THE AD.

Foreman (with grim politeness): "You have set this in the wrong measure. You have set it in the wrong type. You have dumped it in the wrong place. *Otherwise* it is all right!"

Written for THE INLAND PRINTER.

THE TYPOGRAPHY OF ADVERTISEMENTS.

NO. IX.— BY F. J. TREZISE.

IN so far as illustrations in advertisements are concerned, the part that the compositor plays in their use is merely to do the best he can with what comes to him. Whether the advertisement shall be illustrated or not, and if so, with what kinds of cuts, are questions decided by the advertisers. When the copy reaches the printer the cuts are already made, and it remains for him to see that they are used in the most effective manner.

And in connection with the effective use of illustrations in advertisements are several points worthy of serious consideration, the most important, perhaps, being the question of the preservation of harmony between the illustrations and type.

Given a cut of certain shape, to be used in an advertisement of definite dimensions, the compositor can do little if anything toward a changing of conditions as regards shape harmony. If the cut harmonizes in shape with the space designated for the advertisement, so much the better; if it does not, it is beyond the power of the compositor to remedy it.

There is, however, opportunity for the demonstration of the niceties of shape harmony in the selection of types to accompany certain cuts. Note the harmony of line between the graceful italic letter and the free treatment of the illustrations in the Cuticura Soap advertisement shown in Fig. 54. Imagine, if you can, the two lines which are now in italic being set in lining gothic! Note also the advertisement shown in Fig. 52. Here we have another pen-and-ink illustration, but of such nature that one would scarcely consider its use in connection with the italic letter — the letter which has been used being much more in keeping.



FIG. 52.—A little care on the part of the compositor in suiting the type to the illustration has resulted in a page that is harmonious in tone.

Of harmony of tone in the use of illustrations the printer has, however, more control. Unless the instructions which accompany the copy arbitrarily designate the type-face to be used, he can and should see to it that a harmony of tone between type and cut is maintained. If the cut is light in tone and contains delicate lines he should use with it a light type-face, while a heavy, black cut would suggest a heavy, bold letter. While it is not always possible to secure a perfect harmony between type and illustration, still a little thought on the part of the compositor will result in bringing them much closer together in tone, and prevent either cuts or certain lines from unduly "standing out" from the page. This is illustrated in Fig. 52, an advertisement taken from a German publication. Here we note a harmony of tone which gives a rich, even color to the advertisement and results in an attractive appearance. Fig. 53, another advertisement from the same publication, also illustrates a careful regard on the part of the compositor in the selection of a type-face which in tone harmonizes with the cut.



FIG. 53.—Another illustration of the harmony of type-face and cut.

In direct contrast to these two examples, both of which are dark in tone, is the advertisement shown in Fig. 54. In this case the compositor, having a cut light in color, has selected type-faces to harmonize, and the result is an advertisement which "pulls together" in a most satisfactory manner. Fig. 55 also shows a harmony in light tones, the type holding its place in the illustrations most effectively.

And in this discussion of tone harmony between cuts and text, the illustration shown in Fig. 56 is not amiss. Although the cut in this advertisement is a decoration rather than an illustration, it serves its purpose as an example of a most pleasing harmony in its relation to the text, and one can not but appreciate the good taste with which the compositor has selected his type-face.

Another interesting point in connection with the use of illustrations in advertisements, and one that is frequently not taken into consideration, is the question of placing the cuts so that the illustration will lead, by the nature of its composition, into the text rather than away from it. Again, drawing an analogy between pictorial composition and typographical design, we take note of the fact that the painter arranges his composition in such manner that when

one looks at the picture the eye follows naturally from one point of interest to the other, each figure or other object suggesting by its shape and placing a movement of the eye toward the next logical point of interest. For instance, when one looks at a figure in a picture it is but natural that the eye shall follow the direction in which that figure is looking, or perhaps, pointing. This being the case, the desirability of having that figure looking or pointing *into* instead of out of the composition is readily apparent. That the application of this principle is as essential to good



Fig. 54.— Here the type harmonizes with the illustration in shape as well as in tone.

typography as it is to good pictorial composition is shown in the reproductions in Figs. 57 and 58. One will readily agree with the statement that where an illustration is placed in an advertisement, it is usually the center of interest — the thing which first attracts the eye. In looking at an illustrated advertisement we almost invariably see the picture first. Then from the picture the eye travels to the balance of the advertisement. This being the case, it is unquestionably desirable that the picture shall be placed so that it shall, of itself, cause the eye involuntarily to move toward the text. In Fig. 57 this has not been done, and the movement of the eye, following the direction in which the figure is facing, and also suggested by the direction in which the arm is pointing, would be away from the text and out of the advertisement. In the rearrangement shown in Fig. 58 the reverse is true. Here the figure has been placed in such position that, once it has attracted the eye, it leads it naturally into the text.



Fig. 55.— Neither cut nor text is predominant, each holding its true value.



Fig. 56.—The type and decoration are well suited to each other in tone.

By a proper placing of the illustration or illustrations in an advertisement the compositor secures good proportion in

his design. Typographically, an advertisement is a rectangle, of certain size and dimension, broken up into spaces, and whether or not the spaces are pleasing in their relations to each other determines the beauty of the advertisement. The arranging of these spaces in such manner as to be pleasing calls into play the question of proportion. Perhaps this question of proportion can best be illustrated in the placing of a cut in an advertisement, thus dividing the advertisement into two parts. A reproduction of an advertisement of this kind, containing one illustration, is shown in Fig. 59. In "A" the cut is placed directly in the center of the advertisement, and the effect is not satisfactory, the reason being that the groups of type-matter above and below the cut are equal in size. In order that our advertisement may have proportion we must not only have variety, but pleasing variety. We must move the cut away from the center, either above or below. If we move it below, it will

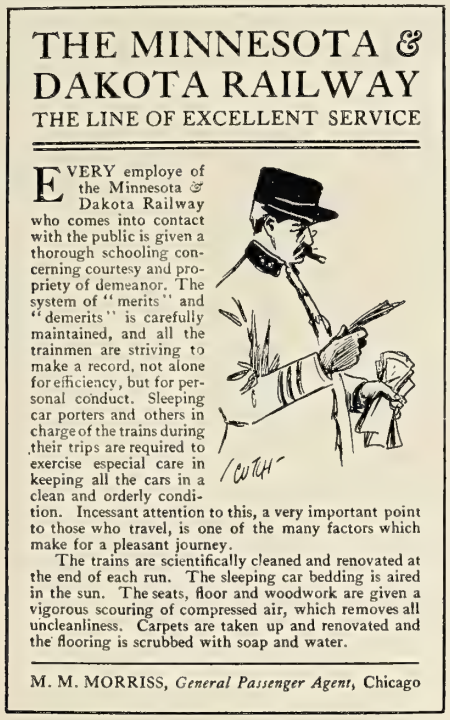


Fig. 57.—This cut is placed in such position that it leads the eye, by reason of the direction in which it is facing, directly out of the advertisement. Compare with Fig. 58.



Fig. 58.— Here the figure has been placed in such position that, once it has attracted the eye, it leads it naturally into the text.



A B

Fig. 59.—A question of the placing of a cut. In A the cut divides the advertisement directly in the center, while in B the placing of the cut at the point shown divides the advertisement into groups of unequal size, giving proportion.

place the main spot or force of attraction near the bottom of the advertisement — a thing which should be avoided if possible. Therefore, we will place it above the center. But how much above? This is determined in the same manner as the question of proportion noted in previous instances — by dividing the space into eight equal parts and giving five of these parts to the lower part of the advertisement and three to the upper part, thus following out the proportions of three to five, commonly acknowledged to be the most pleasing. In the original the advertisement is forty-four picas in length. Dividing it into eight parts gives five and one-half picas for each part. Taking three parts — or sixteen and one-half picas — for the upper part of the advertisement, we place the cut in such position that the center is sixteen and one-half picas from the top, the center of the cut thus dividing the advertisement into two parts in the ratio of three to five. The result is shown in "B," and one can readily see that it makes a much more attractive arrangement than does "A," although the moving of the cut is all the change that has been made. Personal taste may enter into the proposition and suggest an additional line or two of text above or below the cut, but to the majority this proportion would be the most satisfactory.

(To be continued.)

Written for THE INLAND PRINTER.

GRAMMAR AND PROOFREADING.

NO. IV.— BY F. HORACE TEALL.

IN our preceding consideration of sentences it was thought unnecessary to mention their classification as declarative, interrogative, imperative, and exclamatory, as proofreaders will seldom find occasion to use these terms in their work. Of course, however, they need not only to know these classes, but to keep their differences at command sufficiently to decide instantly which kind each sentence is, so as to use the right point after it. It has been said before, but will bear much repetition, that by far the most common error in this respect is ending a question with a period instead of an interrogation-point. Very few books are clear of this error, while undoubtedly no book should have it.

It may be interesting to note here some of the differences among grammarians in such classifying of sentences. Quackenbos names four kinds, declarative, interrogative, imperative, and exclamatory. Whitney gives three, assertive, interrogative, and imperative. Maxwell and Metcalf name but three, Maxwell saying that "A declarative sentence may express strong feeling, such as anger, sorrow, grief, etc. The same is true of interrogative and imperative sentences. Sentences that do this are by some authors called exclamatory sentences." Maxwell thus asserts that exclamatory is applicable to a sentence of either of his three classes, if it expresses strong feeling. Harriet Matthews, in a book more recent than Maxwell's, says: "An exclamatory sentence expresses excitement or surprise." Hubert Gray Buehler agrees with Maxwell. Another grammar, S. W. Clark's, in its fortieth edition, 1867, names transitive and intransitive, simple or compound, principal or auxiliary sentences, and has many other classifying names for the parts of the sentence, especially for various kinds of phrases.

This is only a specimen of varying nomenclature, which abounds especially in the older books, and which it would not be profitable to consider in full detail. Most of the recent authors have reduced largely the number of classifying distinctions, but even now the text-books have many more than the proofreader will ever need for practical use. It does not seem probable that any proofreader will ever find occasion, in course of suggesting a correction, or of merely calling an author's attention to a sentence when he doubts its correctness, to say anything about its nature. He will, however, often find advantage in understanding thoroughly not only the nature, but also the proper construction, of every sentence he reads. To this end he needs to master not only the classifying facts of distinction among words, but also the essentials of their interrelations, and their fitting positions, and also how they may frequently be in other positions without incorrectness.

Declarative and assertive, as applied in this connection, are essentially synonymous, and it would not be easy to prove that Professor Whitney showed any imperfection of thought in choosing assertive instead of declarative. A declarative sentence is one that makes a declaration, and a declaration is an assertion. Yet the adjective assertive conveys, in its commonest use, an idea of emphasis or persistence that is never felt as belonging to declarative, and so declarative is the better word to denote simply the attribute of saying something. In this view Professor Whitney did not choose the better word.

It was said above that many purely interrogative sentences are printed with a period instead of an interrogation-point, although this should never occur. Sometimes the interrogation-point appears where a period should be, though this is not so frequent as the other. Where was this ever seen? Well, the latest instance of its observation by me came in course of a spell of reading in "Les Misérables." The copy at command is a cheap one, of London print, containing many errors, of which this is one. It is in the sentence, "Marius questioned himself whether he had not some fault to find with himself?" Here is no question asked, but a plain assertion that he questioned himself. Of course it means that he asked a question, but the question is not expressed as a question. Nothing is an actual question unless it is expressed in words that ask something directly. In any other form what is said is an assertion, an affirmation, a declaration, an exclamation, which may imply, or refer to, or embody a question, but does not make one of it. Probably the error arose in this instance from association of ideas. Many interrogative sentences occur near the one quoted, and it is likely that their frequency suggested the use of the question-mark here.

Another instance of this is seen in the evening newspaper of the day of the writing. It is in a report of a man's examination in court. In one of his answers he is reported as saying, "I was reading my newspaper and paid no attention to the girl?" Of course every one can see instantly that this should have a period. And equally of course the accidental occurrence of the question-mark in the copy, if it happened to be there, should not prevent the correction. No one will ever object to such a correction, no matter how decided the order to follow copy may be, unless, indeed, it might be in a matter of quoting something literally, for a special purpose, in which case a special order should be given with the copy.

In another similar article is the question, "It has been suggested that you were not an apt pupil at the game of bridge?" This is quoted to show that a question may be asked without the ordinary kind of wording that can be nothing but a question. Whether the examiner really asked a question in this case or not depends on his manner of speech, which can not be indicated in print except by the point used at the end. Consequently, the only safe procedure in such a case is to follow copy. Whether the reporter has discriminated in this respect or not is immaterial, and it is not a matter that any one is likely to consider as of any importance.

One of the strangest and most frequent errors in print is the unmistakable question ending with a period. It would be easy to find many examples, but one, from the same book quoted above, is as good as a thousand. This one is: "He had all; what could he desire? All; is not that enough." Every schoolboy in the land should know enough to substitute a question-mark for the period at the end of this or anything similar.

Some exclamatory sentences are expressed in the identical words that would be used in asking a question, but the intention of exclaiming instead of asking is usually evident. "Les Misérables" affords a good example of this also. In one sequence are seven sentences like this: "How many times had truth, inexorable, planted her knee upon his breast!" But another in the same sequence is this: "How many times had his refractory thought writhed convulsively under the evidence of duty." No great amount of thought is necessary to disclose the identity of the nature of these sentences. One being recognized as an exclamation, how could the proofreader fail to perceive that the other is also an exclamation?

(To be continued.)

Apprentice Printers' Technical Club

NO. XI.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

In next month's INLAND PRINTER will be reproduced the best three specimens submitted in our business-card contest for apprentices. The number of entries did not come up to our expectations, but on the whole the results are very encouraging. We will surely conduct other contests of this nature later on, as there is no better stimulant for an apprentice's mind than these friendly contests of skill and knowledge, where he has a chance to put forth his best efforts and, later on, compare his work with that of other boys who have worked with the same copy.

* *

Our lesson for this month commences with an explanation of wood furniture. Read carefully, and if there are any points which you do not fully understand, write in to this department asking for further information. We would

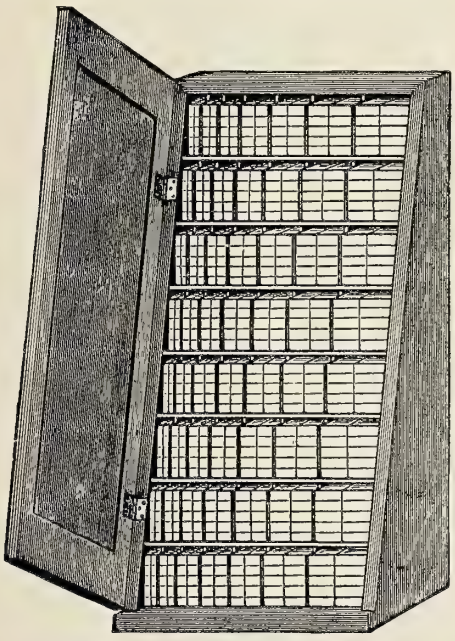


FIG. 61.— Ordinary font of labor-saving wood furniture, arranged in furniture rack.

like to get in touch with all our apprentice readers and help them to become efficient in their chosen calling.

WOOD FURNITURE.

This material is used for outside blanking; that is, for filling out from a form to the edges of a chase. It is light and cheap, but very perishable. Cherry is the wood most commonly used in the manufacture of the best furniture, pine being used for posters and coarse work.

In order to facilitate imposition this material should always be near at hand and arranged in a neat and orderly manner, according to the lengths and widths of the pieces. The practice of buying it in strips, or yard lengths, is fast becoming obsolete. In such cases the pieces are usually cut up in a haphazard manner and thrown into a large drawer, without any regard for the material, or for the time that is consumed in hunting for the different sizes as they are needed.

Furniture racks can be had for a small cost, considering their convenience, and these racks accommodate labor-saving furniture in a way that avoids all confusion as to

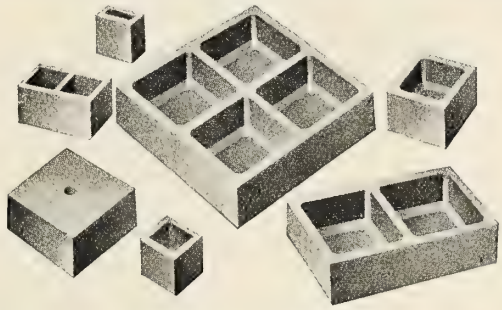


FIG. 62.— Sectional blocks.

the different lengths or widths. Many imposing-stone frames are built with furniture racks below to accommodate labor-saving furniture and reglets (reglet is the name given to wood furniture less than two picas in width).

An ordinary set, or font, of wood furniture contains 560 pieces — ten pieces each 10, 15, 20, 25, 30, 40, 50 and 60 picas long, by 2, 3, 4, 5, 6, 8 and 10 picas wide. Fig. 61 shows how such a font is arranged in a furniture rack.

SENGBUSCH BEVELED FURNITURE.

The utility of this wood furniture lies in forms which contain long, vertical rules. With this furniture such forms are locked up on a slant, inclining toward the lower left-hand corner of the platen, but still maintaining a square lock-up in the chase. In this way the feeding of the sheets is made no more difficult than in the ordinary way, and the slant of the form prevents the rollers from being cut, as the point of contact is spread longitudinally. It also allows of a more even distribution of ink.

A font of this furniture consists of twenty-four pieces, four pieces each of the following lengths: 20, 25, 30, 40, 50 and 60 picas. All pieces are two picas wide on the narrow end and of varying widths on the wide end.

REGISTER-HOOKS AND SECTIONAL BLOCKS.

This material is used in locking up unmounted, beveled-edged printing-plates. The sectional blocks act as a solid,

unyielding base, and the register-hooks are arranged around each plate, clamping over the bevels and holding the plates securely.

There are a number of different makes of sectional blocks on the market, but they are all very much the same as those shown in Fig. 62. Some are made of steel, some of cast iron, and others of an extra hard metal; all being cored on the under side to give the minimum of weight, but bridged so as to give the maximum of strength. For very fine adjustments on small plates solid brass blocks are made.

Ordinary blocks are made in various sizes: 16 by 16, 8 by 16, 8 by 8, 4 by 8, 2 by 8, 2 by 6, 2 by 4, 1 by 8, 1 by 6 and 1 by 4 picas. Cast-iron blocks are made as large as 16 by 32 picas.

There are many different kinds of register-hooks on the market, but in Fig. 63 we show only four, so that the reader

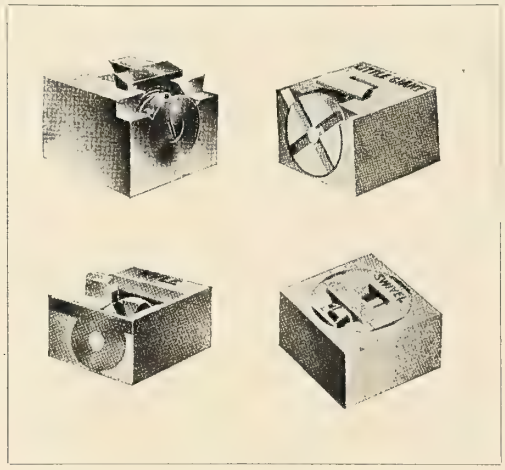


Fig. 63.— Register hooks.

can get a general idea of their construction. They are all substantially the same, the bodies being made of brass and the working parts of steel, and are closed or opened with specially made steel keys or with the ratchet used for patent electrotype blocks. Their usual sizes are 6 by 6 or 6 by 8 picas.

Any one familiar with the printing of half-tone plates on the necessary calendered, coated or enameled papers, knows that hard packing and a firm make-ready are required. On long runs this will gradually sink the plates into the ordinary wooden bases and prevent good results. It is to avoid this and to facilitate lock-up that sectional blocks and register-hooks were designed. The hooks give an absolute and individual control of each plate and registering can be done without any undue loss of time; and, being made up of sectional blocks, the base is unyielding and perfectly even.

PATENT BLOCKS.

In printing book forms from electrotyped plates the patent blocks, one of which is shown in Fig. 64, are a great economy. The lock-up of one signature is sufficient for all the succeeding signatures, and plates can be changed very quickly. Furthermore, there is a saving in the cost of unmounted plates.

Each plate has an individual block and is controlled by embedded hooks, as can be seen in the illustration. These hooks are opened and closed by a ratchet, shown in Fig. 65. The blocks are made of mahogany or iron and of various sizes from 3 by 5 inches to 16 by 22½ inches, outside measurements.

PATENT IRON GROOVED BLOCKS.

In Fig. 66 is shown a half section of a patent iron grooved block, and this illustration well explains its utility in locking up unmounted, bevel-edged plates on a rigid and unyielding surface. Plates of any size or shape can be

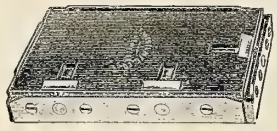


Fig. 64.— Patent block.

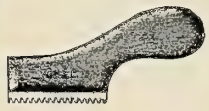


Fig. 65.— Ratchet.

placed in any desired position and securely held by hooks. Single lines, press points, slitters for folding machines, and steel cutting and perforating rules can be held securely.

The smaller sizes of these blocks are made in one piece, but the larger sizes, over 20 by 25 inches, are usually made in two sections. Each section may be used on smaller presses. For platen presses they are made to fit the bed without using a chase, and are furnished with roller bearers attached and a set of special thin gripper fingers.

* *

Now that we have studied the furnishings, tools and materials used in a composing-room, it would undoubtedly be interesting to apprentices to learn the meaning of the different words and terms which compositors use. Study them carefully, for such knowledge may perhaps save you

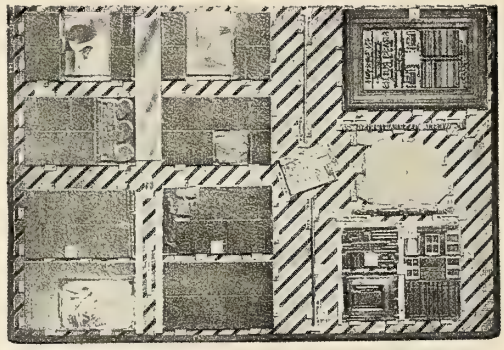


Fig. 66.— Showing the use of a patent iron grooved block.

from future embarrassment. Few journeymen will take the trouble to explain the words and terms to an apprentice, and some of these are absolutely unintelligible to the inexperienced.

WORDS AND TERMS USED IN A COMPOSING-ROOM.

Ad.—Abbreviation for advertisement. Very commonly used. The plural is ads.

Alignment.—A line of type is said to be "out of alignment" when all the characters do not correspond exactly at the top and bottom.

This Illustrates Perfect Alignment.
This Line Is Out of Alignment.

Arched.— The arching or bowing of a form is caused by defective furniture or a too tight lock-up. The center of the form rises, or arches, away from the stone.

Ascender.— That part of a letter which rises higher than the top of the letter m. Thus b, d, f, h, i, j, k, l and t are ascending letters.

Author's Proof.—A proof sent to the author after all errors in composition have been corrected.

Bind.— Type, rules, furniture or other material are said to bind when their size or position prevents a true, even lock-up.

Body Matter.— The text, or straight matter, of a page as distinguished from display lines.

Body Type.— Type used for book or newspaper work, as distinct from display type.

Break-line.— The last line of a paragraph which necessitates the use of spaces or quads to fill out the measure.

This group of type has been set up to show that the last line is a break-line.

Break Up.— To break up a form is to separate the type-pages from the furniture, quoins, etc., used in locking up.

Cap.—Abbreviation for capital; also for foolscap, a size of writing-paper, 12½ by 16 inches.

Caption.— The heading of a chapter, a section or a page.

Casting Off.— Estimating how many lines or pages a certain quantity of copy will make if set in a certain type-size.

Catch-line.—An unimportant line of few words placed between longer lines of display, as

EIGHTH ANNUAL CONCERT
OF THE
CLOVER PLEASURE CLUB

Clean Proof.— One which shows very few or no errors.

Close Spacing.— The spacing out of lines wherein spaces smaller than three-to-em are used between words.

This Line Illustrates Close Spacing.

Comp.—Abbreviation for compositor.

Condensed.— Type thinner than the ordinary bodies.

Set in Condensed Type.

Copy.— The handwritten, typewritten or reprint words that a compositor is to set in type.

Correcting.—Altering type-lines according to the author's or proofreader's corrections.

Cut.—Any mounted printing-plate is called a cut.

Cut-in Note.—A small group of type justified in the side of a paragraph.

This group of type shows what is meant by a cut-in note. On all odd or right-hand pages, such notes should be to the right of the matter, and on all even or left-hand pages, they should be to the left.

A CUT-IN NOTE

Dead.—Type is said to be dead when it has been printed and is ready for distribution. When a printed page is marked "kill" it is known that the type is dead.

Descender.— That part of a letter which goes below the bottom of the letter m. Thus g, j, p, q and y are descending letters.

Dirty Proof.— One which shows many errors.

Display.— To arrange lines of different kinds and sizes of type so as to bring out the important features. Such lines are called "display lines."

Distribution.— Dropping types, spaces and quads into their proper boxes or compartments.

Emptying the Stick.— Lifting a group of type-matter out of a composing-stick and depositing it elsewhere.

Even Folios.— Left-hand pages, such as 2, 4, 6, 8, etc.

Extended.— Type wider than the ordinary bodies.

Set in Extended Type.

Fat.— Poetry, leaded or other matter which can be set up quickly.

Folio.— The figure or numeral placed at the head or foot of a page, to denote its sequence.

Follow Copy.— To set in type as written, correcting only palpable errors. (Special instructions are given where palpable errors are to be followed.)

Footnote.—A line or lines referring to some passage in a page, placed at the foot of the page and indicated by a reference-mark.

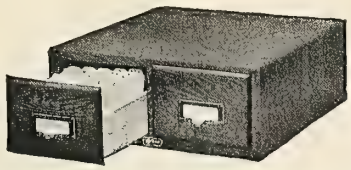
Form.— One or more pages of type which have been locked up in a chase ready for printing. The type, furniture, quoins and chase constitute the form.

Foundry Proof.— Proof taken of a page of type, after corrections have been made, and it is locked up with bearers, ready to be electrotyped or stereotyped.

Hair-spaces.— Very thin spaces, six, seven or eight to the em.

Half-tone.— Photoengraved plates having a screenlike printing surface necessary to show the different depths of tone.

This is a half-tone.



Hanging Indention.—A group of type so arranged that the first line of a paragraph is longer than the succeeding lines. This paragraph is set with a hanging indention.

Hell-box.—A receptacle wherein broken or battered type, leads, slugs, metal furniture, etc., are thrown.

TEST QUESTIONS ON LAST MONTH'S LESSON.

What is ordinary metal furniture and for what purpose is it used? What is quotation furniture? What is railroad furniture? What is the advantage of iron furniture? What is patent steel furniture and how is it used?

These questions were fully explained in THE INLAND PRINTER for September.

(To be continued.)

THE STORY OF THE POSTAGE STAMP.

England was the first country to use postage stamps. In 1840 the Insular Kingdom issued the first stamps to put on letters. Three years later Switzerland and what was then the Empire of Brazil followed suit. In Germany stamps were adopted about 1844. Comparatively few kinds of stamps have been issued in Germany. Spain has issued 424 and Portugal as many as 846 different stamps. France and her colonies have so far used 1,222 different postage stamps. England, on account of its many colonies, takes the lead in the matter of variety, having brought out nearly two thousand different stamps. A French stamp-collector estimates that from 1840 to 1907 all told about twenty thousand different stamps have been issued in all parts of the world, so that a complete collection of postage stamps would have to contain that number.— *Papier-Zeitung.*

Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

ON THE ABOLITION OF PIECE WORK.

To the Editor: DENVER, COLO., September 1, 1911.

The three-to-one vote by which the International Typographical Union at its last referendum passed the proposition abolishing piece work and bonus pay for the production of a certain specified amount of type on machines, indicates either a very decided opposition in the craft to piece work or a vast amount of thoughtless voting. The latter is hardly worthy of consideration, as thoughtless voting is usually "against" any new thing, on the theory that what has been must be good enough or it would not have existed.

It is a fact that the International Typographical Union in the hand days was successful in its mission for a great many years with an almost universal piece system for newspaper composition. But when the union was organized, the amount of type which an ordinary man could set under ordinary circumstances was pretty well established, so that the price per thousand could be fixed with almost certain results as to the average day's pay for the compositors. When the machines were introduced, nobody knew how much type an efficient operator could set. Five thousand ems an hour in the early years of the Linotype was considered a remarkable production. Piece scales were then based on the average production, in order to give operators a fair day's wage. When the operators developed a proficiency on the machines, however, the price was reduced, still so that operators could make a fair day's wage. This is the experience in all lines of piece work. The price is fixed, not as to the value of the production, but in order to give the workers a fair day's wage. The piece system on the Linotype has tended to the development of operators who can get the limit of the machine's production. It has made for efficiency. Those operators who developed great speed set a pace for others to work up to; they also set the standard of wages. By making more than the hand men or men working on time, they tended to pull up their wages while at the same time suffering reductions from time to time in the rate per thousand on the piece scale. This experience is universal. This condition is partly a result of avariciousness on the part of the operators, and partly due to the attitude of the publishers regarding the piece scale. Not satisfied with getting the full product of their plant, thus saving a heavier investment in machinery, the publishers point out the high wages of their operators and base their demands for a reduction in the piece scale on those wages—not that the type was not produced cheap enough, and cheaper in comparison with that in other cities under the time system.

The fact that the piece scales in the country have suffered reduction after reduction undoubtedly has turned many good operators who believe that the piece system is the fairest method of computing a day's wages to advocates of the time system. It has forced upon them the opinion that the cost per thousand is a minor consideration to the publishers, and that the weekly pay-roll regulates the price per thousand. In their opinion the abolition of the piece system is the only solution of the difficulties of maintaining a fair and equitable wage. Experience has taught them that if operators were able to increase their production a third the price per thousand would be reduced accordingly.

Notwithstanding the publishers are responsible for at least a part of the overwhelming sentiment in the union against piece work, and, as a result of which abolition, the incentive to produce the limit of the machine's capacity will have been taken away from operators, together with their fat wages, the greater hardship will have to be borne by the publishers. It is true that the proposition has a beautiful socialistic equalization about it, but it is absurd in the provision that operators shall be paid no more than the scale. Presumably that provision, if it is capable of enforcement, will soon be broadened in its scope, so that every employee of union printing-offices will be paid the same wages. But as long as there is a demand for first-class workmen — operators, compositors, make-ups or stonemen — certain offices which appreciate the value of skill and brains will be compelled to waive that union regulation and pay as high wages as are necessary to get and retain the kind of men they want.

But notwithstanding the overwhelming attitude of the union's membership against the piece system, no matter whether that attitude is a result of jealousies within the craft or has been brought about by the attitude of the publishers in fighting for a reduction in the piece scale every time the scale is opened, it does not seem the best way to cure the evils of the piece system by abolishing it altogether. Nor is the argument that the time system will make more work worthy of the consideration of honest men. Efforts to limit production or to make over all members of the union into one mold can only serve to cheapen the craft and put a premium on laziness or incompetence. The abuses of the piece scale probably could be eradicated, with the result that both the publishers and members of the union, if not the union as a whole, would benefit. It is pretty well understood now what the Linotype machine is capable of producing under usual conditions. With the abolition of the piece scale, those offices which have worked for years under the piece system will not be content to accept a half a day's work for a day's pay, and it is doubtful if the members of the union working in those offices would be content to give much less than they have given under the piece system.

But, granting that the abolition of the piece system will make more work for members of the union, there is always the danger that the publication of newspapers can be made

unprofitable by making the cost of production greater than the income. The amount of money paid out to printers is limited somewhat by the amount that comes in. If the cost of production be materially increased, there is always the possibility of suspension. Many a good newspaper has been compelled to suspend or has been glad of the opportunity to be consolidated, and the weekly pay-roll of the printers has been one of the chief reasons for the disaster.

H. M. C.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

ENGLAND.

AT a special-delegate meeting of the London Society of Compositors, held in June, it was decided to officially end, within a fortnight, the strike for a shorter work-day, and to withdraw all pickets. A resolution was carried, together with a vote of confidence in the executives, "that, in order to satisfy our forces, and to save a number of young members from being forced back to the non-conforming employers, this meeting instructs the executive to extend the strike pay for a period of eight weeks, such payments not to be retrospective." A resolution favoring a general strike, worded as follows: "That, failing to obtain the concession of the fifty hours and the reinstatement of our members from the houses at present outstanding, immediate steps be taken to call out all our members engaged in the general trade," was negatived by a large majority. It was decided that fifty hours should still be regarded by the society as the fair working week. According to the last half-yearly report of the society's treasurer, there was a decrease in its funds during the half year of £8,322 ($40,486). For "defense of scale," £26,823 ($130,493) was disbursed, while £21,070 ($102,505) was paid out in "out-of-work" benefits. The publication of the *Daily Herald*, the society's strike organ, called for a draft on the funds of £360 ($1,751), which shows that, viewed financially, it was a costly strike. Compared with this large extra expenditure, the total decrease in the funds, as stated, is really not great, showing that the members responded cheerfully to the assessment the strike made necessary. The report states that the membership increased by 215 in the past year, it being now 12,250.

THE Liverpool *Mercury* on July 5 attained its one hundredth anniversary.

IT is stated that the London Opinion Company, Limited, during the year ending March 31 last, declared dividends aggregating one hundred and fifty per cent. Publishers everywhere would be thankful for information as to how this was made possible.

A LIMITED liability company called the William Morris Press, organized at Manchester, was recently registered.

THAT compositors can save money is shown by the wills of two who died recently. John M'Nab Black, of Hillhead, has left £1,983 ($9,648), and James Grindley, of Glasgow, £1,754 ($8,533).

GERMANY.

THE municipal trade-school of Zittau has added a class in typography, to which eight and one-half hours are devoted each week. The art-trades school of Hamburg has also added a section for typographic instruction.

IN a treatise on "Alcoholism," by A. Gruber (included in *Aus Natur und Geisteswelt*, published serially by B. G. Teubner, Leipsic), is cited an experiment made to ascertain the effect of alcohol on printers. A number of compositors, after having worked fifteen minutes, were given drinks containing thirty-six grams of alcohol. They continued work an hour thereafter, when results were compared. The compositors imagined that their productivity had increased as a consequence of the consumption of the liquor, which one might, on the other hand, attribute to the dexterity gained by practice during the first half of the test. However, there proved to be a loss in productivity during the period subject to the influence of the alcohol to an average extent of 15.1 per cent; and this with workmen who were not total abstainers from drink.

ON July 15 the city and district of Cassel put in force new regulations covering poster advertising. In future only the specially provided posting-places are to be used for public announcements. Property owners and renters are permitted to put up on their premises only such advertisements as concern their own interests. Thus, the regulations do away with placards and painted advertising signs on roofs, sides of buildings, billboards, etc., including the signs along the railroads. Red paper may not be used by any one except the municipal bureaus for their own announcements.

SOME statistics given out by the Association of German Paper Manufacturers show that in 1910 the consumption of news paper in Germany per head of population was 4.26 kilograms (9.37 pounds), being an increase over that of twelve years ago of 77½ per cent; the consumption then was 2.4 kilograms (5.28 pounds) per head.

HERR KONRAD DUDEN, editor and compiler of the most authoritative German dictionaries, died, August 1, at Sonnenberg, near Weisbaden, at the age of eighty-three. An indefatigable student of languages and one of the leaders in the movement for simplified spelling of German, he attained high honors in the realms of literature and typography. Three weeks before his death he had celebrated his golden wedding.

THE *Pariser Zeitung*, a German newspaper published in Paris, recently took a vote among its readers to ascertain their sentiments respecting "Roman" and "Fraktur" types. It has been in certain circles vehemently declared that foreigners preferred the Roman type for German literature. But the vote showed this claim to be quite fallacious, as eighty-one per cent of the voters, among whom one-third were Frenchmen, preferred the Fraktur. Almost without exception the French readers declared that the German type was easy to learn. French language teachers, in letters to the *Pariser Zeitung*, gave assurance that the Fraktur type was no hindrance to the foreigner in learning German; to the contrary, German would lose its greatest charm for the foreigner if it were printed in Roman or Latin type.

THE publishing house of August Scherl, Limited, of Berlin, recently increased its capital stock to 20,000,000 marks ($4,960,000).

DURING the second quarter of this year the police authorities of Germany have apprehended and forbidden 171 publications of various sorts, books, papers, cards, pictures, posters, etc., because of their unlawful — for the greater part obscene — nature.

AS HAS been previously noted, two publishing houses, Hubert Wetter, of Paris, and the Insel-Verlag, of Leipsic, announced independent publications of reproductions of Gutenberg's "forty-two line" Bible. It seems neither project received sufficient support, and the announcement is now made that the two concerns have come to an agreement to go ahead with but one edition, that of the Insel-Verlag, of Berlin. Later on, the Hubert Wetter concern expects to publish the "thirty-six line Pfister" Bible. The printing of the work now in hand is being done in colored

half-tones by the art-printing house of Albert Frisch, of Berlin.

FRANCE.

BEGINNING with the first of this month (October) the Government printing-office is to be placed on a revised footing, according to a presidential decree recently issued. The minister of finance, in a report to President Fallières, expressed the opinion that there were far too many "bosses" in the office, because of which authority which should be in the hands of a single individual was divided among many. The decree now clearly defines the duties of the director and his assistants, and establishes the exact responsibility of each. It creates an advisory board, composed of the director and his principal subordinates, which is to meet in cases where immediate action on some point of importance is considered desirable. There is also a consultative committee, to advise on all questions interesting the office, industrial, commercial and technical, and also on matters affecting the staff. Apartments for a number of officials have hitherto been provided in the building. By abolishing this practice the office will save $120,000 a year, the director and his chief of staff will receive an allowance of $500 a year instead of this. Only the head foreman will in future be lodged in the building and will be charged $20 a month for the accommodation. The director's salary will be $4,000 a year. According to the finance minister's report, the office has been a veritable hotbed of officialism. In 1905, for instance, 1,393 work-people were controlled by 79 officials; in the present year, though the number of work-people was reduced to 1,331, the number of officials had grown to 151. In a private office of similar size 34 officials, it is believed, would be sufficient.

IN the little town of Saint-Deé, in the Vosges, was celebrated on July 16 — somewhat late, it is true — the four hundredth anniversary of the first printing of the name of "America," as applied to the mainland of the western hemisphere. In the presence of a United States ambassador there was attached to the old building of the Vosges Gymnasium a tablet commemorative of the event. This reads: " Here, on April 27, 1507, under the reign of Renés II., was printed and published the '*Cosmographiæ introductio*,' in which the new continent received the name 'America,' by Gauthier Lud, Nicholas Lud, Jean Basin, Mathias Ringmann and Martin Wandmüller, members of the Vosges Gymnasium." The "*Cosmographiæ introducto*" consisted of fifty-two leaves, in which the newly discovered lands first received their present names. But few copies are now extant of this work.

AUSTRIA.

THE trade-school of the bookbinders of Vienna at the close of its latest term celebrated its twenty-fifth anniversary.

THE Poppelbaum typefoundry and Herr Anton Durstmüller, of Vienna, have obtained a patent upon a device by which linotype matrices may be used on ordinary typefounders' casting machines to produce individual types.

THE municipal authorities of Vienna have arranged for the printing of five thousand views of the city, which are to be placed in the passenger cars of the railway lines of the country, to advertise the beauty of the city. They will cost nine cents each.

DENMARK.

OF the 220 composing machines used in this country, 130 are in Copenhagen, as follows: 12 Kastenbein machines, 2 Monolines, 34 Typographs, 13 Monotypes, 63 large and 6 small Linotypes. The newspapers employ 61 machines — 12 Kastenbein's, 2 Monolines, 13 Typographs and 34 Linotypes. In job-offices, 29 large and 6 small Linotypes, 21 Typographs and 13 Monotypes are in use. In 1906 there were but 56 composing machines in the country.

SWEDEN.

THE house of Almquist Wicksells, of Stockholm, which holds the monopoly of publishing almanacs in this country, from 1906 to 1915, has had this term extended to 1932. The payments to the university for this right amounted to 140,000 crowns ($37,500) in 1906, since which they have grown yearly 1,000 crowns ($268) — making the prospective payment for 1832 reach 166,000 crowns ($44,480).

BELGIUM.

AN exhibition of art posters and printed matter generally was held at Antwerp, August 15 to 20, under the auspices of Ter Volkmaking, a local organization. The municipality lent a hall for the purpose and also made a contribution to help meet the expenses.

SIMPLIFIED SPELLING.

At the Anglo-American conference on simplified spelling, held recently at University College, London, England, the following statement was made by Professor Rippman, an English delegate: " When we have come to an agreement, the scheme will be made public, and an active campaign will be held in the autumn. We hope first to get the educational world interested. It is generally felt that — particularly for the children in elementary schools — a system of simplified spelling would mean an enormous gain in time. Incidentally it would remove what is the principal barrier to English becoming the universal language." The delegates to the conference were chiefly members of the English Simplified Spelling Society and the American Simplified Spelling Board.

HOW PRINTING-INK IS MADE.

An American printers' inkmaker, on being asked what he made his ink from, replied: " Printing-ink is made from the soot of Hades, the gall of salesmanship, the ample wet-goods displacement of thirsty pressmen and the unsalable residue of various violations of the pure-food laws in the form of animal fats, oils and grease, such an olla podrida or hotch-potch, such as hideous hags gruesomely brew in the horrible kitchens of hell." Not quite satisfied with this answer the querist sought out the machine-room manager, put the question to him, and received the following reply: " Well, sir, I ain't no authority; nobody but the factory fellers rightly knows just what printin'-ink is made from, but it's my opinion that the yellowest of it is made from the carcasses of reporters, the bluest is made from defunct boozers, the reddish from brick dust, and the blackest from editors' consciences and other pizens." — *British and Colonial Printer and Stationer.*

POOR LITTLE THING.

" No, Miss F., I never hunt for ideas, as other authors do," he assured her. " When I feel in the mood for work, I climb to the summit of a hill, and there, with the scent of the mountain pines in my nostrils, I find my inspiration."

" Just fancy," gushed the girl. "And then you descend and write it all down, I suppose? "

" Indeed I don't. That would be a sure way of losing it. I take my little typewriter up with me."

" Oh! how good of you! But does she never turn giddy, or anything? " — *The Printer's Album.*

CONTAINED in this month's insert are some unusual features. On this page and the one following are reproduced specimens by Winfred Arthur Woodis, of Worcester, Massachusetts. Other specimens by Mr. Woodis, together with a sketch, appear in the Job Composition department. On pages 3 to 7, inclusive, will be found interesting designs in typefoundry materials, by courtesy of the American Type Founders Company, the H. C. Hansen Type Foundry, Barnhart Bros. & Spindler, the Keystone Type Foundry and the Inland Type Foundry. Page 8 shows a design set by the Mergenthaler Linotype Company. These pages furnish many valuable suggestions to the ambitious typographer, and should be carefully studied.

SPINNERS AND WEAVERS OF AMERICA



By
EDWARD W. PERRY

Presented by
DRAPER COMPANY
HOPEDALE, MASS.
U. S. A.

THERE is an Honor in business that is the fine gold of it; that reckons with every man justly; that loves light; that regards kindness and fairness more highly than goods or prices or profits. It becomes a man more than his furnishings or his house. It speaks for him in the heart of everyone. His friendships are serene and secure. His strength is like a young tree by a river.

Commercial designs by Winfred Arthur Woodis, Worcester, Massachusetts.
(See Job Composition Department.)

Menu

Blue Points
Celery

Green Turtle Soup

Broiled Whitefish Maitre d'Hotel
Cussin of Sweetbreads with Peas

Filet de Boeuf aux Champignons
String Beans Pommes Delmonico

Sorbet Maraschino

Roast Mallard Duck
Hominy Currant Jelly

Romaine Salad

Fancy Ice Cream
Assorted Cakes
Roquefort Cheese Toasted Crackers
Coffee Apollinaris

The Beatitude of Progress

Percy H. Epler

The Book of the Revelation

First
Published Report
of the Memorial Home
for the Blind

Incorporated

821 Main St., Worcester, Mass.

Commercial designs by Winfred Arthur Woodis, Worcester, Massachusetts.
(See Job Composition Department.)



The Milton Poultry Yards

G. MILTON HATCH, PROPRIETOR

Single Comb Brown Leghorns

Heavy All-The-Year-Round Layers
Prize Winning Strain

New Vineyard, Maine
R.F.D.

(A)

PROSPECTUS *of* THE EAST COAST FRUIT-GROWERS CO-OPERATIVE ASSOCIATION

BUSINESS OFFICES AT ST. AUGUSTINE, FLORIDA

(B)

(A) — Set in Masterman Roman, with Berkshire Ornament No. 300.
(B) — Set in Caslon Old Style No. 2, with Berkshire Ornament No. 308 and 12-point Rule No. 308.
By courtesy of the H. C. Hansen Type Foundry.

Printed Salesmanship is the Cheapest and Best Salesmanship

GUTENBERG & SCHOEFFER

Quality Printers

347 Prosperity Avenue
MAYENCE

Telephone 1145 Bergen

Musical Programme

Evening Concert

Piano

Softly Awakes My Heart - *Saint-Saen*
Michael Agustus Burns

Song

Until God's Day - - - - *D. Buck*
Mrs. Dorothy Elinore Wheeler

Irish Songs

Molly Baun - - - - - *Lover*
Believe Me - - - - - *Moore*
Jersey City Quartette

Piano

Joyful Peasant - - - *Schumann*
Miss Mary Gamble

Organ

O, Render Thanks - - - *Merkel*
Charles Percy Brooms

FOR YOU IF YOU DESIRE MORE BUSINESS

Printed Salesmanship

I. Why it is the Most Profitable.
II. Instances of Concerns which have Found it Profitable.
III. Our Facilities for assuring its Profitability.

Gutenberg & Schoeffer

QUALITY PRINTERS

347 Prosperity Avenue, Mayence

TELEPHONE 1145 BERGEN

Dissolution of Partnership

THE partnership hitherto existing between the printing establishment of Gutenberg & Schoeffer and the policy of non-advertising the chief factor in their business, next to brains, viz., Types, is to-day finally and forever dissolved. A printing business that does not Advertise is like a cobbler who goes barefooted. We have seen advertising printed by us pay our customers, and henceforth advertising will be our chief salesman

GUTENBERG & SCHOEFFER
347 Prosperity Street, Mayence

IMPORTANT TO THOSE WHO DESIRE

MORE BUSINESS

In our capacity as Business Stimulators and Purveyors of *Profitable Printed Salesmanship* we have recently added to our resources two newly designed Types, named BODONI and *Bodoni Italic*, in which this Blotter is set, with which to aid our enterprising customers in increasing their businesses by *the method which never fails*, when done expertly. If you have IDEAS, let us carry them out. If you desire ADVICE, our experience is at you service. The Bodoni Types have all the qualities which make advertisements read and remembered.

TELEPHONE 1145 BERGEN

Blotters printed in this style and size $0.00 per thousand. All sizes and varieties, some to cost more, others less.

GUTENBERG & SCHOEFFER
No. 347 PROSPERITY STREET, MAYENCE

Set in Bodoni and Bodoni Italic.
By courtesy of the American Type Founders Company.

BANQUET

OF THE

MOUNT CHELTON HUNT CLUB



TUESDAY, OCTOBER THIRD
NINETEEN-ELEVEN

HELD AT THE

MOUNT CHELTON CLUB
HEADQUARTERS

MENU



MARTINI COCKTAILS OYSTERS

CELERY OLIVES NUTS

BOUILLON

ENGLISH SOLE POTATOES AU GRATIN

ROAST DUCK APPLE SAUCE

SWEET POTATOES PEAS

CHAMPAGNE

CHEESE CRACKERS

CIGARETTES

FROZEN CHARLOTTE RUSSE

CIGARS BRANDY

Set in Whittier Bold, with 18-point Border No. 913 and Parisian Fancies Nos. 109 and 206.
By courtesy of the Keystone Type Foundry.

OCEAN BEND TRUST CO.

3042 GUARDITMORE BOULEVARD, COINVILLE, JUNCTION

Offers a safe and most convenient depository for YOUR SAVINGS. Its ideal location, in a specially constructed bank building, on the ground floor, in the heart of the business district, is easily reached from any part of the city. It accommodates patrons by keeping open Mondays until 8 p.m.

Special facilities for handling CHECKING ACCOUNTS of INDIVIDUALS, FIRMS and CORPORATIONS. Interest allowed on satisfactory balances.

BLOOMTON LIVERY CO.

532 SOUTH BOULDER ST., HARTFORD

We claim our trea **er the best service**

TELEPHONE TRACKS 387

Most complete livery in the world. Taxicabs, Touring Cars, Limousines, Opera Busses, Roadsters, Ambulances and Hearse.

Our prices are the lowest and our meters are correct.

We have but one tariff and that is the lowest.

We solicit your patronage.

Set in Adstyle Black, with Ornaments Nos. 12055, 12442 and 12443.
By courtesy of Barnhart Bros. & Spindler.

THE STUDY OF COLOR HARMONY

JOHN J. F. YORK

THE STUDY OF COLOR HARMONY

AN ARTICLE PERTAINING TO THE STUDY OF COLORS IN NATURE AND HOW THEY CAN BE APPLIED IN GENERAL USE

MANY printers realize the benefit gained from rambles thru the woods or fields or in the public parks. It is a wonderful inspiration for ideas upon the subject of **color contrast and harmony.** Communion with nature in all of its grandeur and simplicity will give instruction that could not be obtained from many volumes of reading. It is this kind of invigoration that inspires one to approach his work with confidence; the day's toil is greatly lightened by the rejuvenation; the mind continually reverts to that of the beautiful. The information is gained in such a natural, emphatic way that it is firmly fixt in one's memory; it makes a picture in the mind's eye that can be made use of **instantly,** while the instruction gained by reading is very frequently by rule of thumb and hard to remember at the time it is most needed, thus making

Set in Pen Print, Bold Pen Print and Panel Ornaments No. 64.
By courtesy of Inland Type Foundry.



HE great nations of antiquity, of the middle ages, and of modern times were and are great in each several case, not only because of the collective achievements of each people as a whole, but because of the sum of the achievements of the men of special eminence; and this whether they excelled in war craft or state craft, as road makers or cathedral builders, as men of letters, men of art or men of science. The field of effort is almost limitless, and pre-eminent success in any part of it should be especially prized by the nation to which the man achieving the successes belongs.

Particularly should this be so with us in America. We have conquered a continent; we have laced it with railways, we have dotted it with cities. The twilight of letters continues, but much is now being done in the field of art.

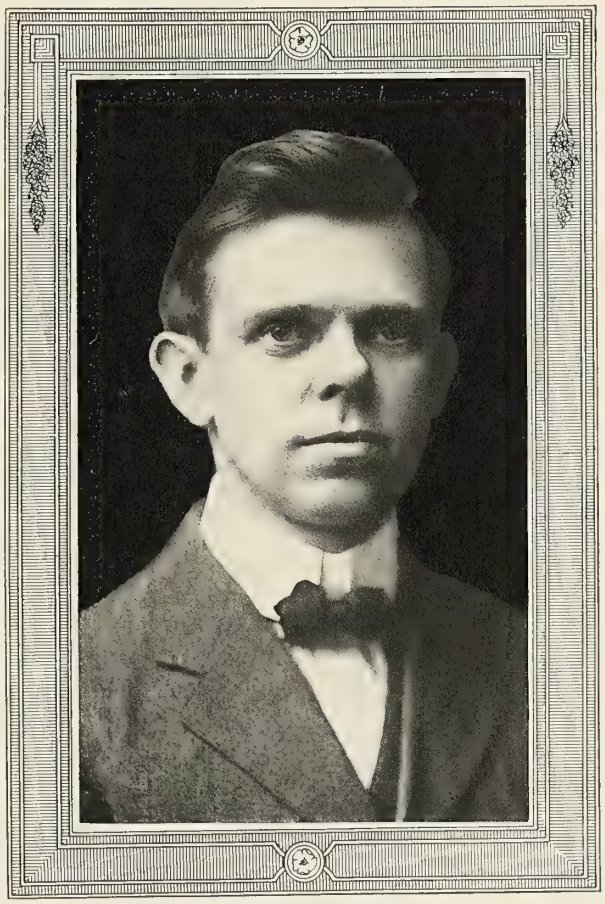
Set in 14-point Antique No. 1, with Linotype Borders Nos. 30, 76, 100¼, 100½, 101¼, 101½, and Matrix Slide No. 404.
By courtesy of the Mergenthaler Linotype Company.

Job Composition

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Winfred Arthur Woodis.

The next time you run across the returns of a contest in typographical arrangement, begin at the top of the list of successful contestants, follow it down, and you will not need to look far until you come to the name of Winfred Arthur Woodis, of Worcester, Massachusetts. It will usually be found among the prize-winners; if not there, surely among the list of those receiving honorable mention. For winning prizes in contests of this kind has almost become a second nature with Woodis — he has won either prize or place in no less than eighteen of them, conducted by THE INLAND PRINTER and other graphic-arts journals. Not content with being a leading factor in the contests conducted by the trade magazines of America, he has even extended his field of operations to Europe, having been successful in contests arranged by *Il Risorgimento Grafico*, of Milan, Italy.



WINFRED ARTHUR WOODIS.

That a man should have been so uniformly successful in his endeavors in the competitive field can be ascribed to nothing else than a firm knowledge of his particular business. One might have an occasional success which could be attributed to what we term good luck, but to win continual success requires something more stable. True, a persistent determination to win out is a great factor, and Mr. Woodis has this determination. Look at the reproduction of his portrait and you can not fail to see the evidences of it. You may not be able to tell anything about his age from the picture — neither can we — but you will at once mark him as a man who "gets what he goes after."

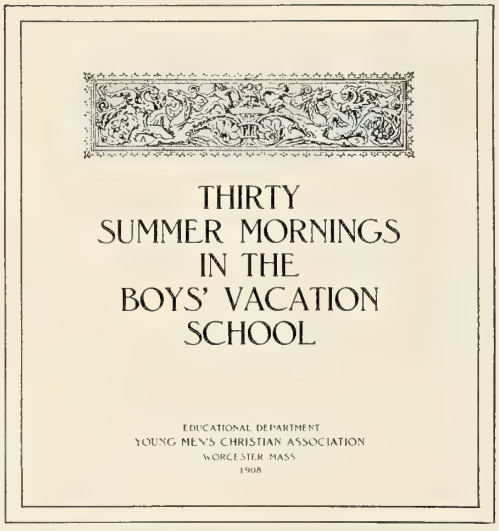
That Woodis lost no time in getting started at the printing business is evident from the fact that he began his apprenticeship at the early age of thirteen, in the office of the *Spencer Leader*, Spencer, Massachusetts. At the age when most boys are devoting their attention to baseball in summer and skating in winter, he was learning the rudiments of the trade. His progress was rapid, being unimpeded by the primitive conditions which have confronted so many budding printers, for the office was a model up-to-date country plant, and he was not forced through that period of "blacksmith" work so necessary in many of the smaller towns. He soon realized, however, that a broad knowledge of good printing and its methods of production could hardly be gathered in the one plant, and, after finishing an apprenticeship of four years, he went to Worcester, taking a position at the Dover Press. In 1901, after having added to his experience by working in various offices of the New England States, he returned to Worcester and took a position with The Blanchard Press. Here he became awake to the possibilities of good printing, and for the first time realized the value of careful typographic treatment. With a desire to become what he termed an up-to-date compositor, he studied everything he could find on the subject of high-class printing and its commercial value. This resulted in his being advanced, step by step, to the position of foreman, which position he held for four years.

In September, 1910, with the enthusiasm which has characterized so many successful job-printers, he decided to go into business for himself. Leaving The Blanchard Press, he opened a small shop in the Brewer building. His equipment was not large—$800 covering the entire plant — but it was well selected, with a view to getting the best possible results. By the first of the following February the business had increased until it was far beyond the capacity of the plant. Receiving at that time a proposition from the owner of the American Printing Company to consolidate, he acceded, and the Winfred Arthur Woodis Press was organized. The plant at present has four presses, each driven by an individual motor, and the equipment represents $10,000. Eight people are employed.

Woodis has but little to say regarding himself or his work. The fact that he has been so successful as a typographical designer is in itself sufficient indication of his marked ability as a printer, and the past results and future prospects of the Winfred Arthur Woodis Press are evidences of his capacity for the business department.

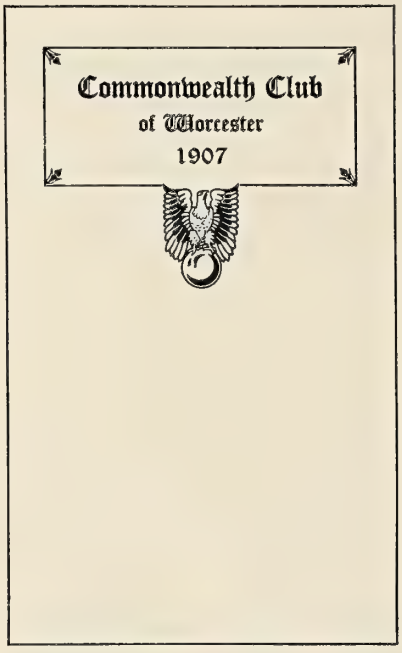


An interesting panel design. Original in colors.



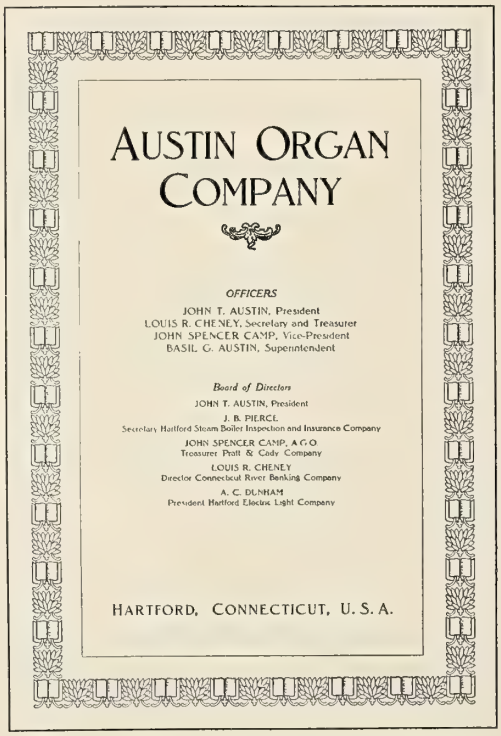
A feature of Mr. Woodis' work is the harmony between type and decoration.

Mr. Woodis sums up the whole question of display composition in the following statement, which appears on one of his cards: "Typographical art is simplicity of design." And his strict adherence to this principle is the chief characteristic of the work that has won prominent places in so many contests in typographical design. A review of the reproductions of his work shown herewith will at once reveal a simplicity of treatment which characterizes the work of the best typographers, and which forms the outposts in the advance of typographical design.



Another example of appropriate decoration.

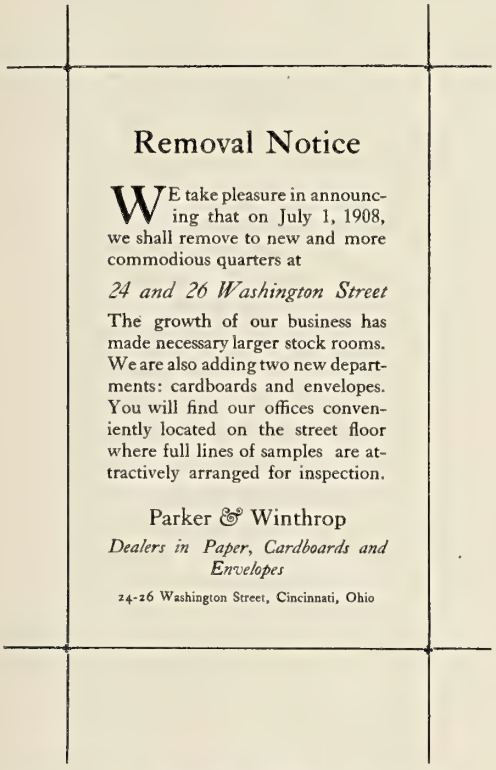
Mr. Woodis does not believe in trying to turn out high-class printing by good composition alone. He believes in giving the stock and the ink and the presswork an opportunity to contribute something to the finished product. To this end, he follows the theory that a few simple lines, properly placed on suitable stock, and in the right colors, are



The original of this page is an attractive design in colors.

more effective than the average elaborate type-design. Herein lies his success and his popularity with buyers of printing, for what customer does not prefer a direct, forceful presentation of his proposition rather than an example of the mechanical ingenuity and ability of the printer?

In his typographical creed, Mr. Woodis has substituted the word " simplicity " for the word " originality," and it is in this one particular that printers — journeymen and apprentices — can best derive inspiration from his success. Throughout the length and breadth of the land the word


Removal Notice

WE take pleasure in announcing that on July 1, 1908, we shall remove to new and more commodious quarters at

24 and 26 Washington Street

The growth of our business has made necessary larger stock rooms. We are also adding two new departments: cardboards and envelopes. You will find our offices conveniently located on the street floor where full lines of samples are attractively arranged for inspection.

Parker & Winthrop

Dealers in Paper, Cardboards and Envelopes

24-26 Washington Street, Cincinnati, Ohio

Plain old-styles, with italic to match, find continual use in the Woodis plant.

" originality " has been overworked to such an extent that many printers have come to look upon it as the one thing greatly to be desired — the thing which must be had at any cost — and in their striving for it they have thrown to the winds all consideration for good design, and at times all consideration for the rights of the customer in the matter.

The reproductions shown herewith, together with the examples in colors on the first two pages of the typographical insert, indicate the nature of Mr. Woodis' typography. While he makes free use of rules and borders in his designs, the text-matter is always grouped in a simple manner, and there are no bizarre effects.

AN ELOQUENT ADVERTISEMENT.

The following advertisement appeared in a recent issue of a large metropolitan newspaper:

ACCOUNTANT AND STENOGRAPHER WANTED — Want man of quiet, settled habits, unemotional disposition, good education, broad acquaintance with business transactions, familiar with accounting and detail work; good stenographer. One who is not married, or likely to be, who can live in my house, walk, ride and drive with me, and who will breathe, eat and sleep with my affairs and help me to do three or four men's work every day without losing his head or interfering with mine. My affairs are not as large as some, but I have a good many of them, and they are very important to me. I need an alter ego to take up the lost motion in handling them. Such a man, one who would put heart and ability in my service without becoming ambitious to take my place, would find a very appreciative employer and a job and a home for life. If you think you are such a man, write me fully — the more fully the better for you — stating your reasons and exactly what you are willing to do to back up your claims. Age is no bar.

VALUE OF TECHNICAL COURSE TO APPRENTICES.

In a recent lecture, entitled " Class Instruction in Practical Composition," delivered before the L. S. C. Jobbing Guild, London, England, S. W. Hartley, technical instructor in printing, gave a forcible presentation of the value, to the printer-to-be, of a course in printing, " where the whole art and craft is laid out for our mastery and subjection." In part he said:

" We shall all be able to fill in the details of the many real conversations between Mr. Journeyman facing old ways and Master Student facing new ways that an imaginary dialogue is needless. Though he is flattered that here and there an apprentice or young journeyman to catch him up has joined a printing class, he never went to a school of typography himself, and he will meet your testimony with much bantering opposition between theory and practice. He does not realize that here he is showing the whole weakness of his case against your efforts and ambitions. If the printing class were merely a duplication of the printing-office and its routine, it could not serve us greatly. The theory of printing is the contemplation and study of printing as a whole; it is, to use a kindred word, the theater of printing where the whole art and craft is laid out for our mastery and subjection. And if you survive his discouraging attitude you will leave him behind in your larger grasp of the other elements of your business which have never knocked at the door of his experience. Then, how will matters stand? It will not follow that perhaps you will be a better workman than he, but you will certainly be a more completely equipped printer. You will then be invading the composing or the machine room not only with the skill of the efficient workman, but with something of the knowledge and strategy of a captain of industry. You will be able to lead, where before you were but able to follow. And that may induce some sort of a crisis in your relations with your comrades. Can we forecast the outcome? You escape the dead level, and then you will be reminded that you have been acquiring knowledge unnecessary to your daily pursuit. Yet it is here that one of the great prizes of your study awaits you — greater, I think, than mere promotion — the reward of awaking in your companions the sense of happy labor, of the pleasant liberty of well-compassed toil. For it was just by superfluity of talent and redundancy of knowledge that the great master craftsmen achieved their work with such surety and joy. If you are to do anything happily you will have to do it without perplexity of mind or strain of body. You must have a surplus to meet the large calls on your acquirements, and then the small expenditure of brain and labor will be so much entertainment; and this genial freedom in daily toil is gained only where there is enough and to spare of technical knowledge and skill. I grant that your possible pleasure is beset and harassed by the monotony and triviality of much toil, but remember

A man that looks on glass
On it may stay his eye;
Or, if he pleaseth through it pass,
And then the heav'n espy.

And seeing the performance of the humblest toil and the meanest drudgery an unbroken link in the chain of industry binding us each together in service of human needs ' makes that and the action fine.' It is for you, if you can submit yourselves to such high thoughts on industrial servitude, and by discerning tact and energy to communicate to your fellows such pleasant possibilities of craftsmanship."

Specimens

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package.

McMULLIN & WOELLHAF, Burlington, Iowa.—The blotter is attractively gotten up, and shows your ability to turn things to good advertising advantage.

A. S. CAIN, Provo, Utah.—The specimens are all good and call for no criticism. The embossed job is interesting, as is also the design in rules and ornaments.

A CIRCULAR from the Artcraft Company, Cleveland, Ohio, is attractively printed on brown stock, with the cover of a recently issued catalogue tipped on the third page. It is an excellent piece of advertising.

R. P. GREER, Uniontown, Alabama.—The card is very nicely gotten up and affords no opportunity for criticism. Perhaps, however, the use of black ink in printing the illustration would be more satisfactory.

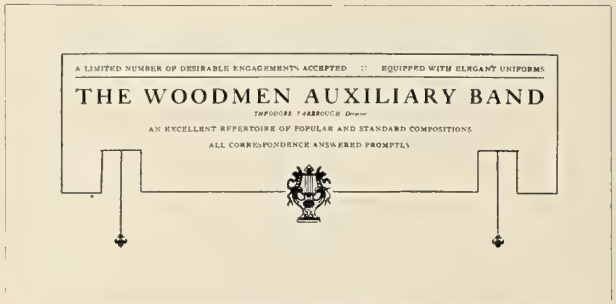
WILLIAM J. LAUER, Rochester, New York.—The program is unusually pleasing in design, and you are to be congratulated on its excellent appearance. We would suggest that you avoid, wherever possible, the letter-spacing of text letters, and to this end would suggest that words in the last line on the cover be centered, rather than spaced out to fill.

CHARLIE WATERBURG, Elkhorn, Wisconsin.—The circular is an unusually good arrangement. We would suggest, however, that you omit the punctuation at the ends of display lines in work of this character, and would also suggest the omission of the rules at either side of the illustration, as they are rather strong, especially when printed in the bright color. They certainly do not add anything to the appearance of the cut, but rather detract from it.

A BOOKLET, entitled "Printing That Promotes," issued by the Breyer Printing Company, Chicago, is one of the most striking pieces of typographical design that have reached this department during the past month. We show herewith reproductions of some of the pages, the originals of which were printed in black and orange, with the heavy border in gray, on white stock.

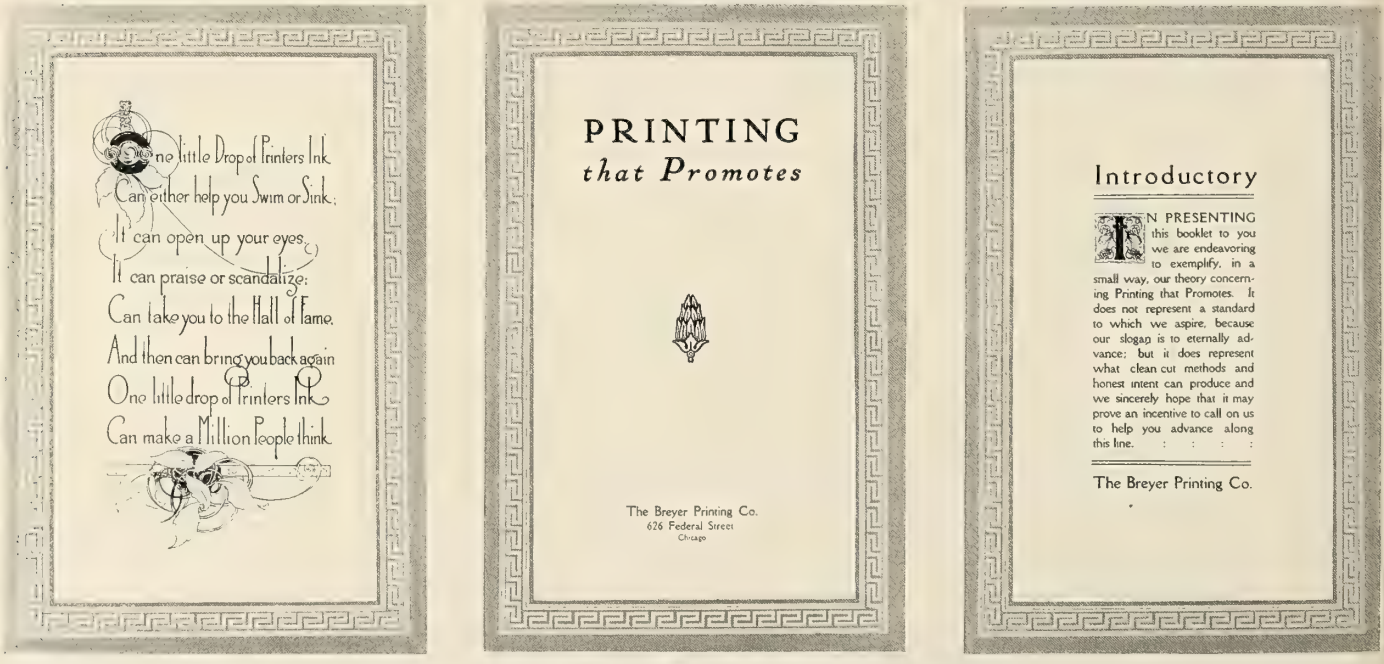
THE second issue of "Print Talks," the attractive house organ of the Pearl Press, Brooklyn, New York, is at hand, and is an effective demonstration of the quality of the Pearl Press product. It is well edited as well as nicely printed.

AMONG the specimens recently received from Theodore Yarbrough, Weatherford, Texas, we note some unusually interesting letter-head arrangements. We show herewith a reproduction of one of them. The original is in black and orange-brown, the type being in black.



An interesting letter-head design by Theodore Yarbrough, Weatherford, Texas.

JOSEPH B. MILLS, Providence, Rhode Island.—We question the advisability of running the panels diagonally across the pages of the booklet and would suggest that they be placed straight on the page, both from the standpoint of good design and that of ease of reading. We also think that the colors are a trifle strong.



Pages from a handsome booklet by the Breyer Printing Company, Chicago.

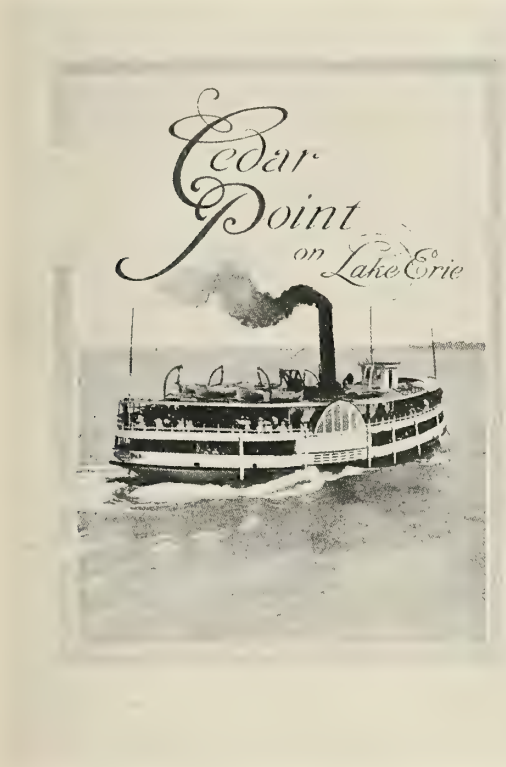
FRANK H. WEST, Detroit, Michigan.—The blotter is very satisfactory, both as to design and color. We have no criticism to offer regarding it.

FROM the Cooper Advertising Company, San Francisco, California, we have received a package of excellent specimens, among them being examples of offset printing and a striking menu design in black, violet and gold.

GUY RUMMEL, Brazil, Indiana.—With the exception of a rather free use of decorative material, we find nothing to criticize in the letter-heads. The line "wholesale and retail" would look fully as well if not letter-spaced.

FROM Morris Reist, New York, we have received a package of commercial specimens, each one of which is gotten up in a thoroughly satisfactory manner. The typography is uniformly good and the color arrangements are very pleasing.

A BOOKLET devoted to the exploitation of Cedar Point, on Lake Erie, and printed by Corday & Gross, of Cleveland, Ohio, is a handsome illustration of the possibilities of printing half-tone illustrations on antique paper. We show herewith a reproduction of the title-page, the original of which is a pleasing design in two colors.



Attractive title-page by Corday & Gross, Cleveland, Ohio.

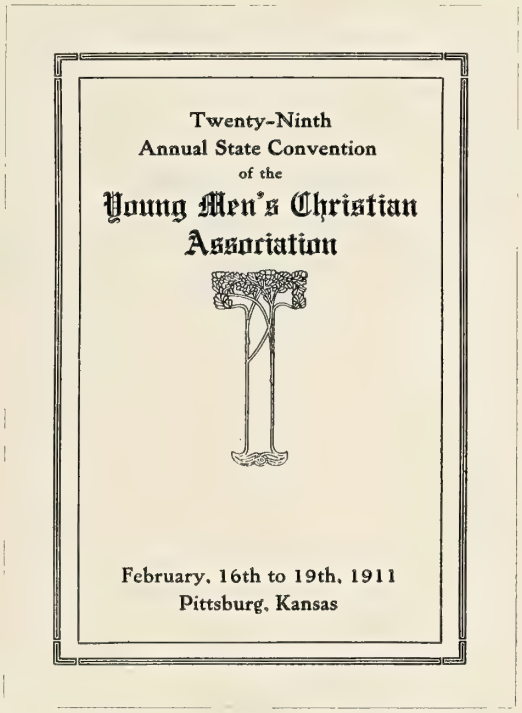
A PACKAGE of commercial work from C. Harmony, Sapulpa, Oklahoma, contains excellent specimens, executed in the same high-class manner that has characterized former examples from the same source. A thorough appreciation of harmonious design is shown throughout the work.

C. E. BANCE, New York.—The folder for the Lotus Press is an exceptionally dainty conception, and you have carefully carried it out. Our only suggestion would be that a little yellow in the color which you have used for the trade-mark would bring it into a closer harmony with the other color.

A PACKAGE of specimens from C. A. Merrill, Farmington, Maine, always means something interesting in type-designs. Mr. Merrill confines his work largely to Caslon Old Style and its accompanying italic — perhaps more so than any other printer with whose typography we are familiar — and in the simplicity gained by the resultant absence of confusion of type-faces lies its greatest charm.

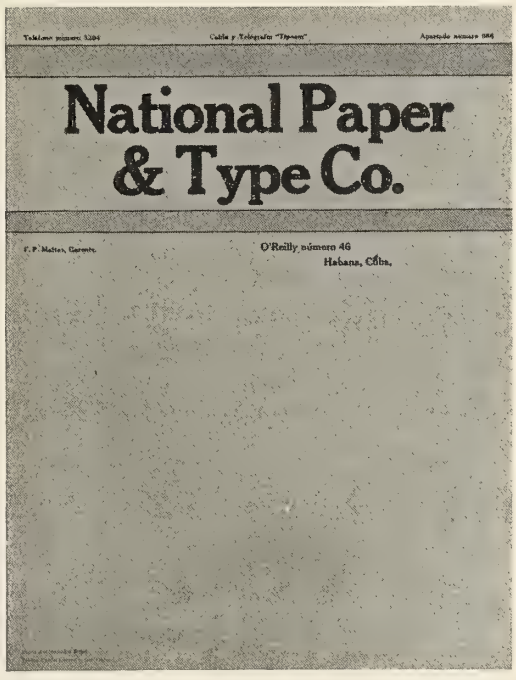
HARRY T. SANDY, Brooklyn, New York.—The most noticeable feature in the specimens which you have sent for criticism is the tendency toward complicated arrangements, both of type and color. Perhaps the most striking examples of this lack of simplicity in treatment are the envelope corner-card for the Taylor Printing & Manufacturing Company, Inc., and the card for John F. Kelly. On the envelope, the omission of the yellow, leaving the job in the blue and orange, would have been preferable. Or, if you wish three printings, the substitution of a light blue for the yellow would be advisable. On the card there is too much letter-spacing, especially of the text-letter, and a too free use of ornaments.

NEAT and tasty type arrangements, together with a pleasing use of color, characterize the work of Louis L. Lehr, with the Saunders-Cooke Printing Company, Pittsburg, Kansas. A package of recent commercial specimens contains many excellent designs. We show herewith a reproduction of one of them — a program cover-page for the Young Men's Christian Association.



Good typography by Louis L. Lehr, Pittsburg, Kansas.

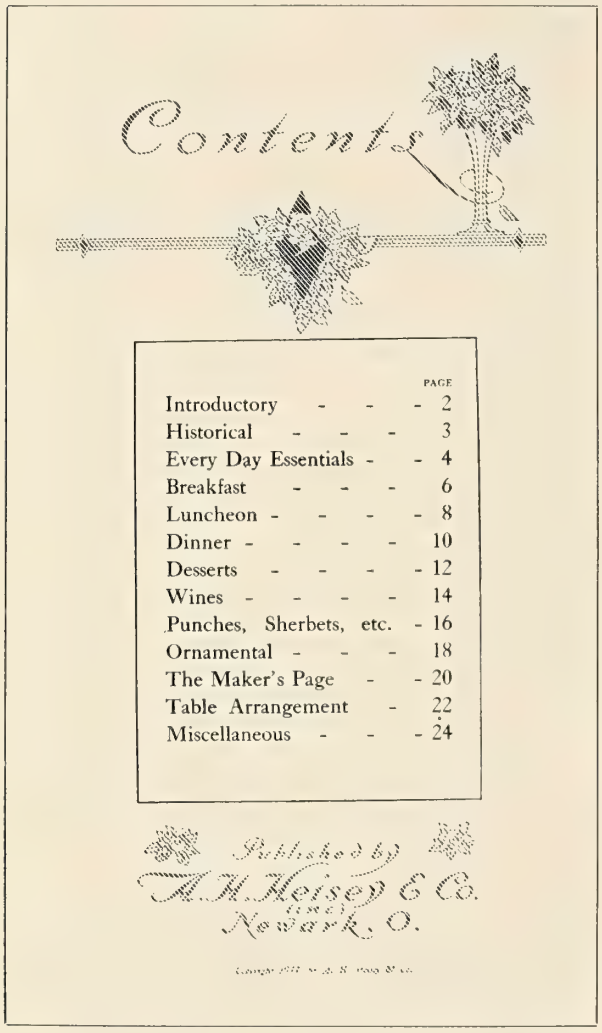
A. M. CARNIERO, Havana, Cuba.—The package of letter-head designs is very interesting, and shows some unusually effective arrangements. Although the designs are all good and call for no criticism, we like best the one

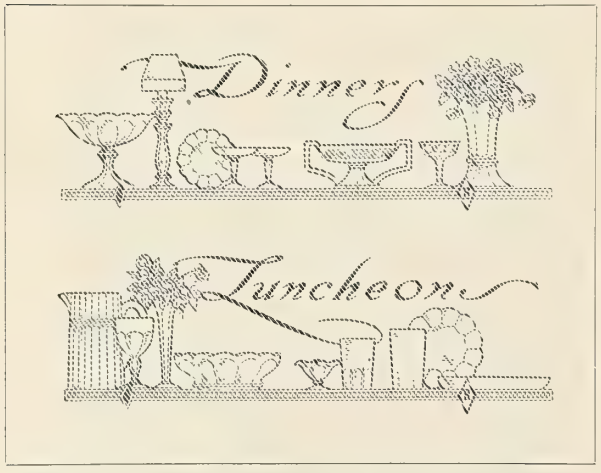


The original of this, a letter-head in dark green, light green and gold, on green stock, was very striking.

which you have printed in light green, dark green and gold on green stock, and we show herewith a reproduction of it. The improvement which you have made in the rearrangement of the other heading is quite noticeable.

From the J. Walter Thompson Company, of Cleveland, Ohio, we have received a copy of a booklet gotten out for A. H. Heisey & Co. The booklet is worthy of note, both for its excellent decorations and for the manner in which the glassware — to which the book is devoted — has been reproduced.





Attractive decorations from a booklet by the J. Walter Thompson Company, Cleveland, Ohio.

We show herewith reproductions of some of the decorative features. The printing was done by the Artcraft Company.

The Hailman Printing Company, of Kansas City, Missouri, has recently issued a booklet which effectively demonstrates its ability to execute high-class typography. While neat and attractive in design, the presswork, especially on the color reproductions, is its chief characteristic.

P. D. Crew, Creighton, Nebraska.—The four-page announcement is a very neat piece of typographical design, both type arrangement and color scheme being very satisfactory. The tipping-on of the illustration adds much to the general appearance.

Frank Tooke, Bottineau, North Dakota.—All of the specimens are very pleasing, the type arrangements being simple and tasty, and the color schemes harmonious. We find nothing whatever to criticize regarding the manner in which they are gotten up.

From Joseph F. Rowney, Omaha, Nebraska, we have received some handsome motto-cards, printed from plates and colored in water-colors. They are excellent in every detail and show marked ability. We show herewith a reproduction of one of them.



A hand-lettered motto card by Joseph F. Rowney, Omaha, Nebraska.

Another package of interesting specimens has been received from F. A. Oberg and H. F. Baumgart, printers on the U. S. S. Connecticut. With the exception of a tendency toward the use of too much ornamentation, they are very satisfactory.

From the Harrington-McInnis Company, Oakland, California, we have received a copy of the menu of a banquet to delegates to the I. T. U. convention by the Oakland union, at Idora Park. The menu is die-cut in the shape of a linotype matrix, and is embossed in bronze, with the inner pages printed in light blue.

P. Liberman, New York.—The card is a very clever arrangement, although we would suggest that the lines in the center group be placed a trifle closer together and the address be made slightly smaller. The cover is not as satisfactory as it should be, owing to the fact that the centering of the main line on the page does not give the pleasing proportion that would be secured if the line were placed nearer the top of the design.

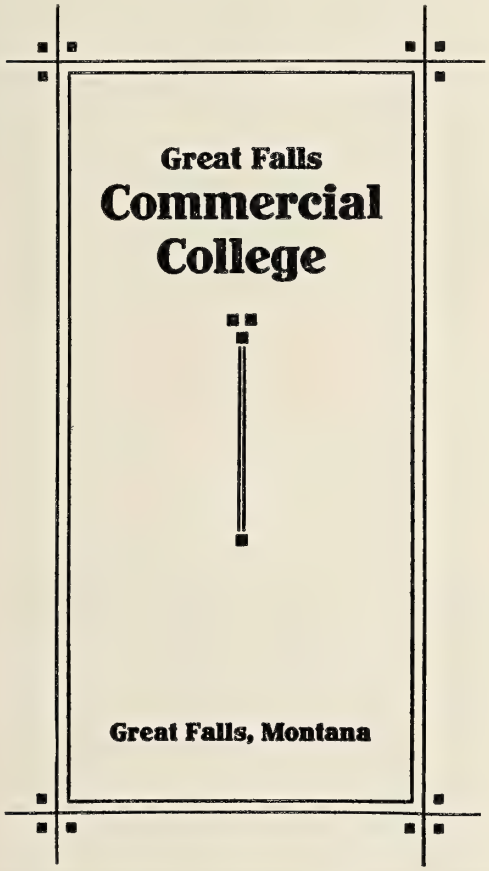
Consumers Gas Company, Toronto, Ontario.— If you had used a plainer cover-stock, perhaps a trifle lighter in color, for the booklet, "Modern Home Lighting," the effect would have been much better. As it is now, the half-tone illustration which you have tipped on the cover has been "killed" by the mottled design of the stock. The presswork on the inner pages is not what it should be, filled letters and offset marks being quite noticeable.

COMMERCIAL specimens from T. W. Lee, Fargo, North Dakota, show a careful appreciation of the value of simplicity in type-design, together with a restraint in the use of color. The work is all excellent.

J. V. MAGUIRE, Pittsfield, Massachusetts.—The specimens are very nicely gotten up, although one or two of them — especially the letter-head for Cooney Bros. and the large envelope for the Eagle Printing & Binding Company — are a trifle overdone in decoration.

GEORGE L'HEUREUX, Woonsocket, Rhode Island.—We would suggest that you use either orange or brown in combination with the blue, rather than the red. If brown is used, the form is all right as it stands, but if orange is used, the form should be so arranged as to have a smaller proportion of the printed surface in the bright color.

A CHARACTERISTIC feature of typographical designs from Frank J. Kerwin, Great Falls, Montana, is an excellent use of geometric decorations on cover and title pages. We show herewith a reproduction of one of these designs,



Excellent use of geometric decoration by Frank J. Kerwin, Great Falls, Montana.

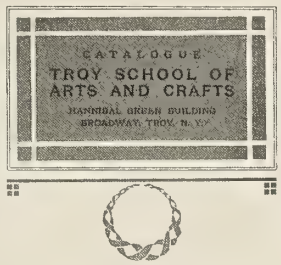
also an interesting letter-head arrangement, the original of the latter being in black and red on gray stock.

G. E. FORD, Raleigh, North Carolina.— The specimens are well handled throughout. Perhaps the use of slightly larger type-faces for the "Lotus" cover would be an improvement, as the text is now rather obscured by the large amount of decoration. The title-page for "The Sand Fiddler" is very satisfactory indeed. The advertising pages would have looked as well without the small decorative border outside the rules.

FRED L. TUCKER, Ohio, Illinois.— Of the three booklets, the last one is much the best, due to the fact that the text on the cover-page is not as much overshadowed by the decoration as it is on the others. The title-page, especially in the last booklet, is very pleasing. We think that the omission of the small panel at the left of the cover, centering the text and ornament and leaving out the small ornaments in the second line, would materially improve the design.

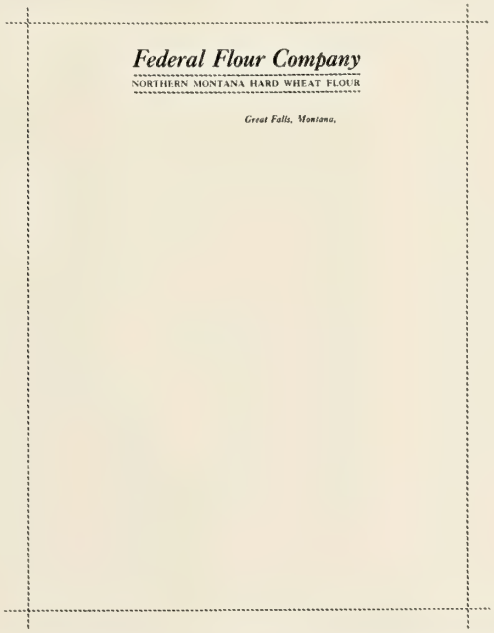
FROM Andrew McBeath, compositor, and G. P. Hunton, pressman, Temple, Texas, we have received a package of interesting commercial specimens. While they are, in general, very satisfactory, they show some features which call for comment. On some of the specimens we note a tendency toward the use of large type-faces, and would suggest that commercial stationery should be dignified and refined rather than extremely bold and flashy. We also note a considerable use of red which inclines toward the violet in hue, and would suggest that red of this character rarely combines pleasingly with black, and never with blue. A red inclining more toward the orange is better in both cases.

THE catalogue cover for the Troy School of Arts and Crafts, reproduced herewith, shows an interesting use of a tint-block. The original is in black and a green tint, and was designed by F. C. Meyer.



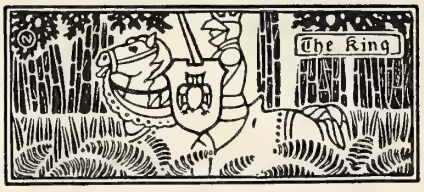
A unique cover-page by F. C. Meyer, Chicago. Original in colors.

HUGH D. PEDLAR, Oxbow, Saskatchewan.—The letter-head in brown and green is very pleasing, although we think that perhaps the lowering of the initial letter so that it would line at the top with the type which follows



A unique letter-head by Frank J. Kerwin, Great Falls, Montana. Original in colors.

would be an improvement. Where an initial letter has a well-defined or straight outline it is usually considered advisable to line this outline, rather than the letter proper, with the type. The color to which you refer is produced by mixing just a little black in what is known as Persian orange.



INTRODUCTION

"After the practise the theory."

It is now nine years since the first grove play—*The Man in the Forest*, by Charles K. Field, with music by Joseph D. Redding—was produced by the Bohemian Club. Since that time the plays that have been given at the annual Midsummer Jinks have presented many interesting phenomena. They have exhibited, for example, the methods employed by the various authors to fit their works into the peculiar physical conditions of our forest theatre with its hillside stage, and the manner in which they have sought to interpret the spirit of "The Grove."

The term "Grove spirit" is at best an illusive one, connoting as it does a wide range of implications from an ordinary and traditional sentiment to those subtler æsthetic reactions which the possibilities for the creation of art that reside in the place arouse. It is the "Grove spirit" that produces the grove play; an art-work for presentation in a theatre completely and happily independent of all extra-æsthetic considerations of popular or commercial success; an art-work of which the author is absolute autocrat, not only of its literary content but





THE GREEN KNIGHT

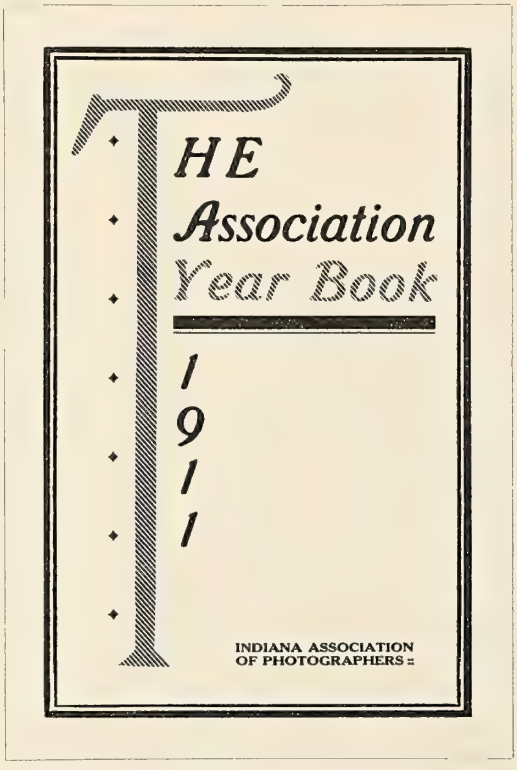
It is just before moonrise. The place is at the foot of a wooded hillside in a forest of gigantic trees. In the foreground there is an open space or glade, around which the clean shafts of the trees rise to a great height. Their branches, bearing heavy foliage, extend to a height as great again and are lost in the blackness of the night sky. The nearest trees frame the view of the glade and hillside. The latter is shrouded in impenetrable darkness. As the moon rises it may be seen that the slope at the back of the glade is an open space more or less irregularly inclosed by trees. It terminates well up the ascent at a group of three trees. Beyond, a dense growth of foliage shuts off from view the upper part of the hill. Below this point the terraces of the hillside are covered with ferns and vines, through which a winding path, wholly concealed by the luxuriant foliage, crosses and recrosses the hillside at different levels. It reaches the floor of the glade at the back and on the left, from which point it ranges upward and into the wood on that side. This wild spot is in the innermost depths of a great forest in the Other-World of Dreams. From a tree near the place where the path enters, a dull brazen shield is suspended.

[The sound of a harp is faintly heard from the darkness. As it continues a dim light appears behind two great trees on the farther side of the

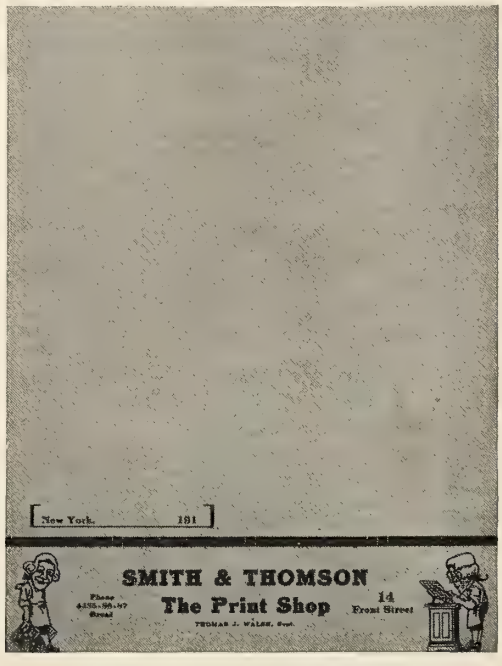
Some interesting pages by J. H. Nash, Oakland, California.

We have received from J. H. Nash, Oakland, California, a copy of the Bohemian Club's play-book, "The Green Knight," and find it a handsome example of high-class bookmaking. It consists of some sixty pages, bound in boards. Hand-made paper has been used exclusively and the book has been set entirely by hand in Caslon, with italic to match. We show herewith reproductions of some of the pages.

From George Wiederkehr, with Smith & Thompson, New York, we have received a package of excellent commercial specimens, the most interesting, perhaps, being a letter-head which is the reverse of the usual order — the "heading" being placed at the foot of the sheet. We show herewith a reproduction. Mr. Wiederkehr also informs us that a mistake has been made in crediting the cover of the program of graduation exercises of the Roselle Park High School, a reproduction of which appeared in the August



Striking cover-page by Ernest Dro, Berne, Indiana. Original in colors.



Interesting letter sheet by George Wiederkehr, New York, the "heading" being at the bottom.

From Ernest Dro, Berne, Indiana, has come a copy of the year book of the Indiana Association of Photographers, the cover of which is unusual in design. We show herewith a reproduction. The original is printed in black and red-brown on gray stock.

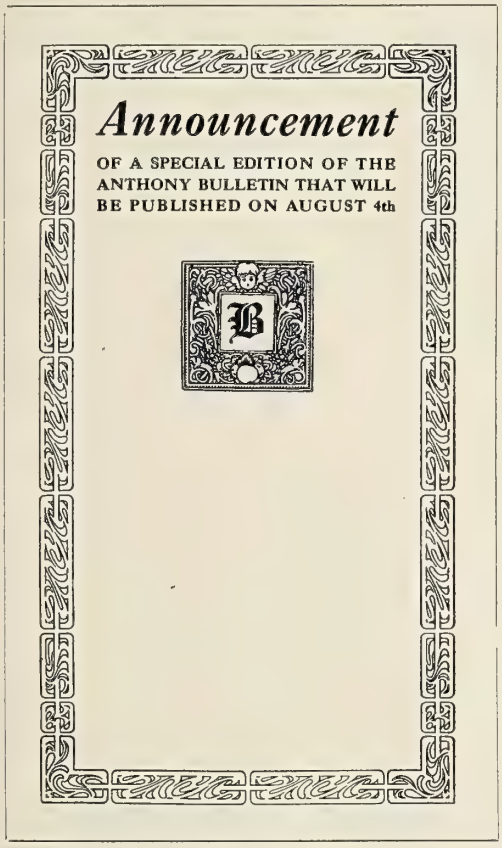
Inland Printer, to B. Kline, as the job was produced in the plant of Smith & Thompson. We regret that this misunderstanding has occurred, and are glad of this opportunity to set matters right.

Alfred A. Gagne, Sanford, Maine.—The bill-head on which you ask a criticism is very satisfactory with the exception that there is too great a proportion of the text in red. Where red and black are used as a color combination, care must be taken to use but little of the red. On this bill-head the main line in color would be sufficient. The envelope corner-card

contains just a trifle too much ornamentation. The letter-head is very nicely handled, although just a trifle less space between lines in the small panels, giving more space at the top and bottom, would be an improvement.

From the Thos. P. Nichols & Sons Co., Lynn, Massachusetts, has come one of the most effective announcements that we have seen. Printed in dark red, black and gold on gray stock, handsomely embossed, and enclosed in an envelope to match, it is an exceptionally good example of high-grade printing.

We show herewith a reproduction of the first page of a small circular by H. Emmet Green, of Anthony, Kansas. The original is in dark brown and green on white stock, the type being in the brown.



Good typography by H. Emmet Green, Anthony, Kansas. Type in dark brown, balance light green.

From the advertising department of Joseph T. Ryerson & Son, Chicago, we have received a copy of a catalogue devoted to Prentice Lathes. Although it is an excellent piece of work throughout, the platemaking and presswork are worthy of especial commendation, the illustrations being very effectively brought out. The cover-design is heavily embossed and presents an unusually pleasing appearance. The book bears the imprint of The Henry O. Shepard Company.

TELLING THE TRUTH.

"It sure is lots of fun," says Strickland Gillilan, the well-known humorist and lecturer, "to like any man as well as I like Robert D. Towne, once editor of *Judge*, now editor of the Scranton *Tribune-Republican*. It's fine to wake up in the morning and invoice anew your assortment of feelings, and find you still have such a capacity for unselfish administration.

"Why, do you know what that baldheaded skeezics has done, just by keeping sane through his sense of humor and keeping honest because he's built imperishably that way? Why, he's done this:

"When he quit buying jests and rhythm and writing good stuff for *Judge*, he went over to Correspondenceopolis — I mean Scranton — and bought a lovely, real antique relic in the last stage of acute collywobbles complicated with inflammatory stagnation — the *Morning Tribune*. This paper boasted a circulation of 12,000, but didn't have it. Only 3,500 it really delivered to subscribers. The first day this Towne person, with the clear visions of a humorous man and the courage of an honest man — and most humorous persons are honest — published this on the front page:

THIS PAPER IS GOING TO TELL THE TRUTH ABOUT THINGS. IT HAS BEEN DOING BUSINESS ON A PRETENDED CIRCULATION OF 12,000. IT HAS 3,500.

"The merchants read this twice, wiped their spectacles and read it again, and broke the international sprinting record getting to the *Tribune* counting-rooms to withdraw their advertising.

"Next day Towne said, in his daily front-page 'bristle':

DO YOU NOTICE WE'VE NOT MUCH ADVERTISING? SOON AS WE BECAME HONEST THEY DESERTED US. THEY WOULD PATRONIZE THE PAPER THAT FOOLED THEM, BUT THEY WOULDN'T ENCOURAGE THE FACTS. THEY'LL COME BACK, THOUGH.

"And have they? That *Tribune* thing grew and grew till it gave one competitor — the *Republican* — that tired feeling and hung it to the far end of a hyphen. And the Scranton *Tribune-Republican* boasts (and has) a daily circulation of 21,500 copies. He did that in about three years, too, that Towne person. And he has Scranton friends galore, and an enviable personal following and influence, just because the people of Scranton have found out what a whole lot of us fellows had known always about Robert D. Towne, author of that famous and infamous problem, 'How Old Is Ann?'" — *Editor and Publisher.*

HERBERT ADDRESSES PRINTING CRAFTS ASSOCIATION.

At its monthly meeting and dinner held on the evening of September 19 at the Sherman House, the Chicago Printing Crafts' Association, recently organized, and composed of superintendents and foremen of Chicago's printing houses, was addressed by B. B. Herbert, father of the American Editorial Association and editor and publisher of the *National Printer-Journalist.*

Mr. Herbert was the principal speaker of the evening, and his address was a genuine treat to the craftsmen assembled. Among the suggestions he offered was one urging the organization to establish a "worthy printers' library and printing-art gallery and museum." Into this, he said, should be gathered the best work of the advertiser, the designer, and the illustrator, as well as that of the best printers in every line.

Pointing out the responsibility which rested upon the membership of the Printing Crafts' Association, Mr. Herbert declared that —

The future of the printing business, its advancement as a worthy calling and its financial standing and success must come largely through your enthusiasm, ability, artistic spirit, skill and management. Proprietors are naturally too largely taken up with the strictly commercial side, with the realizing of immediate returns that the "ghost" may walk regularly each week, expenses be met and profits realized, too much vexed with competition and business rivalry, to give needed attention to the art, to the details of effective and worthy production required for worthy attainment. It is yours largely to so direct officers that beginners may have the opportunity and incentives for higher attainments. Printers have, in this commercial age, had too little zeal for the calling. It is yours to show that, under the right conditions, the very best work can be economically produced and be made abundantly effective and profitable.

The meeting was the best so far held by the new association, and the officers are highly optimistic over the prospects for its future influence in the world of printing.

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

What's in a Name?

Proofreader, Springfield, Massachusetts, writes: "Please advise us whether your name is a monosyllable or otherwise."

Answer.— It is otherwise in sound, but please do not divide it in writing or print. It is just like the word real, with the second vowel sounded very slightly, not, as some people incline to speak it, with the latter part like the word all.

The Best Ever.

"Here's richness!" I wonder how many proofreaders know what writer, what book, and what character we quote. Undoubtedly they are not few, but they probably do not include the one who passed unchanged what I recently saw in an editor's proof. It was on a work that contains many quotations, in crediting which the author's name is in caps. and small caps. and the title of the work is in italic. One of these credit-lines read, "SHELLY QUEEN, *Mab*," which must mean something called "Mab," written by a person called Shelly Queen.

Sovereigns, Pounds, and Guineas.

F. B., Omaha, Nebraska, writes: "I inclose a proof showing two of my marks 'killed.' If I am wrong, I am anxious to know it. [The proof is of a dispatch from England about a horse-race, the Tower maiden three-year-old plate of 300 sovereigns, and the marks were to change to £300.] What follows has no special bearing on the right or wrong printing of the line, but it shows how a small question can grow. The line came to me '300 sovereigns.' I marked 'sovereigns' out and inserted the character £ before the figures. The operator complained to the foreman and was told to follow my marks. The operator then brought his argument to me, and I told him the style of the paper is to express money in figures, and insisted I would not think of printing £300 '300 sovereigns' more than I would of printing $300 '300 dollars.' Still unsatisfied, he went to the managing editor, and that gentleman killed the marks. After doing so he came to the proofroom and asserted that I was wrong; that I should have followed the copy, because a sovereign is twenty-one shillings and a pound is twenty shillings. I told him his statement was news to me, and there the matter ended officially. Unofficially, I have been unable up to date to verify the news, but I am still seeking, and so are others. On the other hand, our office dictionary says the English standard — call it sovereign or pound — is twenty shillings. On page 396 of the June INLAND PRINTER I find the character £ used no less than four times in expressing English money. Is there equal or better authority on the other side? Am I right, half right, or wrong? You will understand that I do not question the managing editor's right to have the line printed as he wants it. And I have quieted my indignation over the manner in which the editorial office was brought into the composing-room game. I am down to brass tacks now. I want to know what is right beyond a shadow of a doubt. I am sorry your rules prohibit a personal answer, for I realize the main question is not of as much interest as the side issues are. But if you decide the question is of enough general interest to answer in print, you are at liberty to 'whittle down' the foregoing to your heart's content."

Answer.— The letter is given in full, because everything in it is of great general interest. Our correspondent was wrong in making the correction, and every person mentioned was at least as much wrong, unless the foreman did something not included in the letter. Such an opportunity for every one to be wrong, from the operator to the editor, does not often arise from anything so essentially petty. Evidently the office in question is that of a daily newspaper, and the matter is of such slight importance that the proofreader should have been content to follow copy regardless of style. It was not worth the trouble of having a change made in the type. Stronger reason for following copy will appear later.

The operator was foolish, to say the least, for various reasons, the main one being that he had no sufficient excuse for wasting his time, and much less for taking up the time of the other people. He had no responsibility beyond that of doing what the reader told him to do, and his duty was to do that even if he was sure it was wrong.

The foreman was right in telling the operator to follow the proofreader's marks, but he did not do all he should have done if he failed to tell the proofreader not to make such marks. Newspaper proofreaders are not expected to edit the paper, and they are expected not to make things wrong when they are right in the copy.

The editor was right in his insistence, but wrong in his statement of reason. A sovereign is not twenty-one shillings. Twenty-one shillings is a guinea. A sovereign is a gold coin worth twenty shillings — a pound. In ordinary use the pound is the largest unit of English money, so that of course large sums of English money are expressed as our correspondent saw them in THE INLAND PRINTER. But there are essential differences in the uses of the words sovereign and pound, and the guinea is different from both. Guinea is now used only as a unit of value; there is now no coin called a guinea. Pound is used for the value twenty shillings and also for the coin of that value, and sovereign means only the coin, so named because it has a picture of the reigning monarch on it. Certain English horse-races have always been said to be for a purse of so many sovereigns, meaning so many individual coins, not, as would be

understood by pounds or guineas, a sum of that value, whether in coins or bank-notes. Thus we see that "300 sovereigns" in the copy was right, although it means the same amount of money that £300 means. Ordinarily, of course, we print $300, not 300 dollars; but the latter form is right if we mean actual single dollars, either dollar coins or bills. That editor was further from truth than the proofreader was.

The occurrences named in the letter are pregnant with lessons for proofreaders and operators, and even more so for type-setters on piece-work. When I was a compositor on a New York morning paper (many years ago) I used to watch out carefully, as many others did, to preserve my "rights" from violation. Finally, one week I simply corrected everything that came as quickly as I could, without a thought of whether it was right for me to have to make the corrections, and my bill showed an effect so good that I never kicked again. Probably that operator was on time, but he wasted time uselessly. Here we find occasion to advise the foreman. He would find it profitable to have an inviolable rule that no operator shall ever question a proofreader's mark, and especially not to the extent of going to an editor with it. The proofreader's lesson seems evident in what is said above.

THE BUSINESS OF SELLING MANUSCRIPTS.

The manuscript, remarks a writer in the New York *Sun*, is the only article of commerce on which an unlimited option to buy is given without recompense. That is to say, when an author submits the manuscript of a book to a publishing-house, "it is understood that this firm shall have the exclusive right to the manuscript so long as it chooses to keep it for inspection." The possible disadvantage of this arrangement from the author's point of view may be inferred from the statement that "one of the very old firms has been known to keep manuscripts for more than a year without passing upon them." If this were the rule it would mean that "the writer of books must invest anywhere from two to three years of time before he can hope to begin to receive monetary returns for his work." As it is, we are told, "many authors lament the fact that there is no uniform method of passing on manuscripts," since "the delays on the part of some publishing-houses are extremely costly to the writer." But the tendency, it seems, is toward a prompter decision — a tendency which has an extreme manifestation in the case of the Philadelphia *Saturday Evening Post*. That publication, we are told, "reads all manuscripts sent to it within a week, and if the story is accepted the check for it is sent on the following Tuesday." The *Sun* writer, however, admits that there is another side to this subject, and he quotes the testimony of a popular author, who says:

"While I resent and deplore the unnecessary delays undoubtedly occurring in many publishing-houses in the selection and rejection of manuscripts, I feel quite as strongly the lack of consideration for publishers on the part of many writers.

"It has been my experience that all publishers are eager to get good stuff; that a very prompt rejection, generally speaking, means that the story submitted is so impossible from the point of view of that particular magazine or book house that it has been thrown out by the first reader, while a prompt acceptance may mean only that the story fills some immediate need known to all the readers rather than that the story is so superlatively good in itself that they have jumped at it. A delay is encouraging, inasmuch as it generally argues that the story is passing on, with more or less favorable comment, from reader to reader, and is perhaps made the subject of editorial discussion, even though it may be rejected in the end."

Something of the other side of the case, what the examination of manuscripts means from the publisher's point of view, is explained by a member of a well-known publishing-house, who reminds us that the option on a manuscript is usually an unsolicited option, and that the expense of examining each manuscript submitted ranges from 25 cents to $25. To quote:

"Even the worthless manuscript may cost us from $3 to $4. Every manuscript that comes in is registered and then given to a reader, whose time is worth at least 50 cents an hour. It takes the reader three or four hours to go through a one-hundred-thousand-word story.

"If he thinks it is good he sends it to the secretary, whose time is worth $2.50 an hour. He probably spends three hours on the manuscript and then sends it to the head of the firm, whose time is worth $10 an hour, and who spends an hour on it. By this time it has cost the house $19, and it may be rejected.

"Every manuscript that comes in is registered, is kept in a safe, and when it is returned is taken off the register. This means that some one, whose time is paid for, takes care of the manuscript, although it may be worth nothing to the firm.

"The person who sends in an unsolicited manuscript requests the firm to take an option on it. In this respect the manuscript is different from real estate or any other commodity. The publishing-house is forced to take an option on any manuscript that anybody whatever chooses to send in; whereas, the man who takes an option on real estate takes it on the particular piece he thinks he wants or knows he can dispose of before he loses his option.

"The firm would be willing to pay $50 for the opportunity to examine a good manuscript; and does, in fact, go to the expense of looking over worthless and unacceptable stuff, in order that it may not miss something worth while."

FITS FOR A CHASER.

"D. Ogden Mills had many a good story of the old bonanza days," said a San Franciscan. "I liked especially his whisky story.

"A tenderfoot, the story ran, entered a saloon in Arizona and ordered whisky. Whisky in those days and in those parts was a very weird drink. Queer effects were sure to follow it. The tenderfoot knew he must expect something out of the common, but, for all that, he was taken aback when the bartender handed him a small whiskbroom along with the bottle and glass.

"Tenderfoot like, he didn't care to expose his ignorance by asking what the whiskbroom was for, so he just stood there and fidgeted. He didn't drink. He waited in the hope that somebody would come in and show him what was what.

"Well, in a few minutes a cowboy in a red shirt entered. He, too, ordered whisky, and he, too, got a broom.

"The tenderfoot watched him closely. He poured himself a generous drink, tossed it off, and, taking up his whiskbroom, went over into a corner and carefully cleaned on the floor a space about seven feet by three. There he lay down and had a fit." — *Washington Star.*

NO MORE.

"Does your husband ever lose his temper?"

"Not any more. He lost it permanently about two years after our marriage." — *Chicago Record-Herald.*

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Appreciates Advice Given.

W. H. Klein, Fulton, New York, writes: "I was pleased to receive your advice regarding Linotype troubles in reply to my communication discussing the matter of using leather in bottom of spaceband channel. I am pleased to know the other remedies you suggest. The bands on our machine caused me considerable worry for over two years, and I discussed the matter with different machinists, but no suggestion seemed to be effectual until I learned of the leather scheme. Am not having one-hundredth part the trouble I formerly had, and I thought I would pass it on, and some other fellow machinist-operator might be helped. I herewith enclose my renewal for THE INLAND PRINTER. I certainly appreciate your department. I am twenty-five miles from the nearest competent machinist; we have the only standard machine in this county. I have several years of the "Machine Composition Department" filed away, and I frequently go through them to find discussions of troubles that I may be having."

Toe of Matrix Damaged by Distributor Screw.

An Iowa operator sends a matrix with the front toe partly ground off on the left side. His query is as follows: "You will notice the lower lug of the enclosed matrix is sheared. The whole font is in the same condition. Please give me information as to where the trouble lies, and, if possible, a remedy."

Answer.— The arc cut on the side of the matrix toe by the distributor screw indicated the place where the damage occurred. The cause is likely due to a deflection of the front upper rail of the distributor box. This rail was sprung toward the back rail by forcibly withdrawing the box without first turning in full distance on the box bolt. The box should be removed and a matrix be placed on the top rails near the end, to ascertain the space, and, if found to be a tight fit for the matrix, the front rail should be straightened to allow normal space. If the lower distribution screw is timed wrong it will be apt to cause trouble of this kind, but such a condition is of rare occurrence. This screw should catch the front toe but a trifle in advance of the upper screws. In a later letter this correspondent writes that the diagnosis made was correct and the remedy effective.

Running an Old Machine.

A Wisconsin operator writes: "I am having a little trouble with a rebuilt machine, and wish to know whether or not you can advise me: (1) I am using a gasoline burner which I have cleaned thoroughly and overcome the troubles of sputtering and going out, but I can not keep an even temperature. At first the valve turned with the jar of the machine and I packed it with asbestos so it is quite tight and will not turn easily or work out as it did before. After I run a half hour the flame slacks up and then, after I have turned it up two or three times, I am obliged to turn it on full and blow it out good and then start over again. We use the best grade of gasoline sold here, and I see no reason why it should require so much attention. (2) The plunger often disconnects from the pin (when the metal is at a proper temperature). I have cleaned the well, the plunger twice a week. I keep the wire spring tight over the place that is cut in the back of the plunger and still it jumps out on the down-stroke occasionally. (3) The past two weeks the matrices have shown a little sign of rubbing somewhere in the machine. They show it just under the upper front and back ears. When I came here the intermediate channel and the first-elevator jaws were binding the eight-point matrices, but I have remedied that so they slide easily now. (4) The distributor stops occasionally with the matrix lift at its up-stroke and raising a matrix, but the upper ears are tilted back. The screws do not seem to catch them in time. At first the ten-point matrices would not feed in at all, but I found that the lift cam was not giving the proper down-stroke. (5) The jets show in the center of the bottom of the ten-point slugs (we use ten-point nearly all the time). Is it necessary to adjust the pot as long as we are not casting smaller than eight-point? (6) The last time I used ten-point raised capitals I noticed a few hair-lines which had never bothered before. Can you tell the reason? (7) The clutch adjustments are not correct, but I think the changes were made to strengthen the spring. Wouldn't it be best to let that alone as long as it works well?"

Answer.—(1) There is a small tube (F-731) which can be raised and lowered, and which will affect the flame considerably. You may be able to secure a steadier flame by adjusting this tube. Perhaps the mercury in the governor is exhausted. (2) Clean the plunger at least once a day and oil the pivot joint so it will work freely. When you throw in slugs or metal, always put it in the front of the plunger; then it will not bind as the pot moves forward. (3) Perhaps the mark on the matrix came from the binding in the intermediate channel. Examine and test a matrix in every place that it has contact with any part of the machine at the places indicated. That will be the only way to determine the cause of the marking. (4) If the upper ears are tilted back when a matrix is caught in the screws, then the lower ear must be forward. Possibly the fault is with the lower screw catching the lower ear too soon. It may also be due to the wear on the cam that moves the lifter lever roller. Examine this cam, and, if found to be much worn where it causes the up-stroke, order a new one. (5) The proper place for the jets on the slug is next to the base line on the smooth side. There is no harm done as long as the eight-point is the smallest slug cast. (6) The next time a capital line raised shows hair-lines, reproduce

the same line and recast several slugs, with the matrices both up and down; then prove them and observe if the hair-lines are common to both lines. It may be necessary to increase the stress of the justification springs to correct the trouble. (7) The clutch-spring should be drawn out to increase its stress. The clutch adjustments are tested as follows: (1) Shut off power; (2) back machine a trifle; (3) draw out controlling lever. When the machine is in this position see that the end of the forked lever is not touching the collar by about one thirty-second of an inch, and that there is about fifteen thirty-seconds of an inch (.469 inch) between the collar and journal. If you have nuts on the clutch-rod it is not difficult to correct this, but if you have not, it will be necessary to remove the clutch-shoes to remedy the trouble. If there are no movements to the controlling lever when the machine starts or stops, it will probably cause no trouble. Keep the clutch-shoes free from oil.

No Pot Governor on Machine.

A graduate of The Inland Printer Technical School writes: "I am running a Model 5 in this town. It runs like clockwork. The lock-up of pot and mold is as perfect as it is possible for any one to get it. The gas under the pot and mouthpiece gives a steady flame as blue as indigo, but I have no gas governor under mouthpiece, but have one from gas main to machine, in working order. The vents in mouthpiece give a sprue of from three-quarters to an inch in length (I made them large to see if it would remedy the difficulty, which it did not), and when I run for a half-hour or so the jet on the left-hand end of the slug will become blurred and every following slug will become worse until I have a bright-bottomed slug clear across the line, when it will result in a back squirt or a sticking slug. The slugs will be so hot you can not hold them on the tips of the fingers. If I decrease the heat under the pot I will have a bad face. I have run the mouthpiece hot and the metal-pot cold, the metal-pot hot and the mouthpiece cold, adjusted back knife to every position within the bounds of reason, but of no avail. Sometimes it will run for an hour or two and turn out as pretty a slug as could be and almost instantly, or within the casting of two or three slugs, it will become intensely hot or else so cold the face of slug can not be read, with no increase or decrease of the flame under pot. I believe I have made this as plain as I can. I might add that the plunger works freely. They have a mixture of metal here from three manufacturers. I had concluded that the metal was the cause of the trouble, for I noticed that whenever I mixed in new metal it would run nice the first time, but when it came back the second time (we do not use pigs, but melt the slugs after they are printed) it caused all kinds of trouble. But the last lot of metal I got I thought I would try running entirely new metal and see what it would do, back squirts or cold faces, as usual, being the result. The holes in the mouthpiece are open, admitting a one-sixteenth-inch drill, and if you work the pump by hand a good stream of metal comes from every hole. I blame it on the metal, and the boss claims there is something the matter with the machine when new metal will not work, which sounds logical, and I will be under great obligations to you if you will tell me briefly what you think is the cause of the trouble."

Answer.— You should have a pot governor. Your metal temperature would then be controlled and no trouble would occur. The trouble you are now having is due to cold metal, due to variations in temperature which your pressure governor does not correct. Add just a trifle of weight to the governor and note if the float will depress, as it should. You should make a test of the pot lock-up by inking the mold *lightly* with red or bronze-blue ink and allowing the cams to make several revolutions. The test may show an imperfect lock-up, which you will have to correct. The metal is not at fault; it is purely a question of having uniform temperature, which you can not get without a pot governor.

Damage to a Mold-liner.

An Illinois operator-machinist writes: "I wish to consult you regarding a few peculiar occurrences on my machine. About a month ago I erected and am now running a low-base Model 5. I have many changes during the day, varying from seven to twenty-eight ems. Now, as you know, every time a change is made, the ejector has to be pulled forward before machine will start. But here is the trouble: The disk does not stop in the right position to allow ejector to come forward. Of course, if I manipulate the disk a little, the ejector will come forward at last, but by that time the ejector has struck the mold several times. To prevent this, I usually send in a line, shut the machine off and back it up a little, when the ejector comes forward without any further effort. But all this trouble should not be necessary, it seems to me, and, besides, my liners are getting spoiled, especially the lugs on them, and this makes the slug look as if it had been scraped on both ends. I even had to adjust the right vise-jaw to allow for the scraping on that end. The first two or three slugs look all right after putting in new liner, but then the scraping begins. When machine is running, the disk seems to stop in right position and I can not notice any obstruction as it ejects. But the moment I push in ejector handle and turn the disk (four-mold) to set different thicknesses of slug, for instance, I have to get up and back the machine before ejector will come forward. A machinist in town told me that I could overcome the trouble by underlaying the square block with brass strips to make it come closer to the shoes, but I hesitate to do it on account of the machine being entirely new and right from the factory. Would it not be easier to fix the cam-shoes to obtain the same results. The only thing I have done to try to remedy it was to tighten the brake, although the disk stopped without a jar, and this helped some, but not entirely. A few minor questions: (1) There is an open space between magazine and flexible front on my machine. There is a nuisance, as it happens quite often that matrices catch on the flexible front. On low Model 4 there is a strip of glass here; why is that taken off on No. 5, I wonder. (2) When the first elevator slowly descends before it should, right after the second justification (the machine running empty), does it indicate a slack lock-up? (3) I get too long shavings off the back knife, also half-circles from the back of the mold-disk and the pot seems to 'vomit' too freely, but no metal chills on mouthpiece. I get good lock-up and good slugs and try to keep metal as cold as possible. (4) What is the screw near top on side of pot governor for? (5) What is the pawl or small lever on side of pump-lever intended for? If loosened and lowered, when machine is running it will engage a block on cam 7. Is it for the single purpose to get at pot roller easily? (6) I get a lot of shavings under the slugs, particularly on the right end, in the pan and galley. I have the new slug receiver, outside of elevator. I suppose this is caused by the knifewiper not coming close enough to the trimming-knives, but there is no way to adjust it except by the use of a file."

Answer.—All machines are made with that much play in the gears and between the cam surface and square block. To avoid the trouble and damage to your liners, do not

bring the ejector forward with so much force when trying it. However, you can overcome the trouble by following the plan outlined here: Allow cams to make a partial revolution, locking the spaceband shifter so as to stop when elevator is up. With a straight-edge and a pointed instrument scratch a line through the center of the top gear and on the mold-disk shield. In order to insure accuracy for the four molds, you must have the disk on the locking-studs and change the mold each time so as to line the disk, while making each mark, with the mark on the shield. These marks may be scratched in first and then be made more prominent afterward. The object of the mark is to guide so you can place the disk in an exact position and know it is correct when you draw out the ejector. The plan suggested by the machinist to build up the square block enough to make it bear firmly against the cam probably would do some good, but as there is still the play in the two sets of gears to contend with, it might not entirely eliminate the trouble. If you decide to put a thin piece of brass under the shoe on the square block, you will have to readjust both cam-shoes outward just that much. The open space between the magazine and plate in front of the assembler guides is no longer covered with glass. The first elevator will descend slowly after the cast because the cam is cut that way. Observe the shape of the cam and compare with any old model you have. In regard to the metal shavings, you should have sent a few of them and probably we could tell you something of the cause. The pawl on the pump-lever is a new attachment intended to give a sheer drop to the lever when casting thirty-six-point head-letter slugs; it can be operated by an auxiliary lever from the front near pump-stop lever. The upper end of the knifewiper rod can be bent forward a trifle so as to make the brass piece touch the knives. Do not file it.

Cause of Squirts on End of Long Lines.

A West Virginia machinist writes: "We are having trouble with our Linotype, and appeal to you for help. When setting twenty-four ems or longer, we are troubled with a 'squirt' on left-hand end of slug. The 'squirt' only occurs when slug is indented one or more ems. In 'The Mechanism of the Linotype' the cause of this trouble is given as being due to too tight lock-up. We have changed lock-up, also tightened justification springs, but this does not seem to remedy the trouble. Will you kindly give a remedy for this trouble?"

Answer.— Common causes for these squirts are the weakness of the springs that justify and the tightness of the mold lock-up. Other causes are as follows: (1) Obstruction to movement of the spacebands by metal in the elevator jaws or bruises in the grooves. (2) Metal in the screwheads in the moldkeeper or in the groove surrounding the screwheads. (3) The clearance between the downstroke screw in the first elevator and the vise cap may be a trifle less than one sixty-fourth when a matrix line is aligned, preventing spreading of the line during justification. (4) The locking-studs may be worn, thus allowing a binding of the mold on matrix ears, which on long lines will produce the trouble you describe. We suggest that you test the matter out as follows: (1) Open vise and try a spaceband in its groove the full length of the elevator jaw to see if any obstruction is present; do likewise with a matrix. (2) Examine face of mold for projections of metal or loose screws. (3) Set the vise jaws for wide measure and send in a line that will be about two ems short of the measure. This line should have about six spacebands. Pull plunger-pin before sending in the line. Stop the machine just as soon as first justification has taken place and observe if the left end of the line has been pushed against the left jaw. If it has not, try and press the bands on the left toward this jaw to determine if there is any obstruction to the movement of the matrices. If the bands and matrices can be moved freely, it suggests that the first-justification spring needs tightening. If the line will not move to the left, it may be that the mold does really bind against the matrices, but as you state you have changed the lock-up, you may have to look further. The pump-stop may be out of order in permitting short lines to cast. Examine it also.

Recent Patents on Composing Machinery.

Matrix Straightener.— E. J. Hearst, High Point, N. C. Filed August 20, 1908. Issued July 11, 1911. No. 997,811.

Typecaster.—A. E. Miller, Baltimore, Md., assignor National Compositype Company, Baltimore, Md. Filed May 20, 1909. Issued August 1, 1911. No. 999,513.

Typograph.— J. Dorneth, Berlin, Germany, assignor to Typograph Company, Berlin, Germany. Filed January 16, 1909. Issued August 8, 1911. No. 1,000,157.

Type Mold.— B. F. Bellows, Cleveland, Ohio, assignor to Electric Compositor Company, New York. Filed January 20, 1909. Issued September 12, 1911. No. 1,002,959.

Typecasting and Composing Machine.— E. B. Barber, Brooklyn, N. Y., assignor to Ontario Type Machine Company, Ltd., Toronto, Canada. Filed March 2, 1909. Issued September 5, 1911. No. 1,002,212.

Matrix-composing and Slug-casting Machine.— M. Cade, Shelby, N. C. Filed March 14, 1911. Issued September 5, 1911. No. 1,002,220.

Knife Block.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed April 6, 1910. Issued September 5, 1911. No. 1,002,281.

Quick-change Magazine.— J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed April 17, 1909. Issued September 5, 1911. No. 1,002,320.

PRINTERS CHARGED WITH MURDER.

Samuel Olsen and William J. Boener, members of Chicago Typographical Union, No. 16, were arrested on September 18, charged with the murder of Rush V. Denon, a nonunion printer, last January. Denon was employed in the plant of the W. F. Hall Company, and was "slugged" while on his way home from a day's work. At the preliminary hearing of the case, on September 22, an ex-prize-fighter, named Daley, swore that he had been paid $150 by Boener, who was then organizer of the union, for engineering the attack upon Denon. Two other witnesses were called to corroborate Daley's story. One of these testified that Daley had employed him to make the attack, and that he had struck the blow which killed Denon. The other declared that he was employed for the same purpose by Daley and was present at the time the fatal blow was struck. Other witnesses were on hand, it is stated, who would still further corroborate the story of Daley, but the hearing was continued until September 26. Olsen is charged with having introduced Daley to Boener, and explaining that he could make some "easy money."

The two printers flatly deny having taken any part in such a transaction, and state that they are being made the victims of a Pinkerton conspiracy. At its regular meeting on the 24th the typographical union appointed a committee to investigate the charges, and declared in a resolution its belief in the innocence of the members under arrest, while abhorring the crime and condemning the criminals, and pointed out that "There could be no possible motive for the death of Denon. While not a member of the organization, he was friendly to it, and his application for membership was pending at the time of his death."

KANSAS PRINTER PHILOSOPHY.

The user of printing who patronizes the printer whose sole inducement for patronage is a low price, stands about as high in the estimation of that printer as does the printer in the customer's estimation. Each looks like a "cheap skate" to the other.— *McCormick Press (Wichita) Impressions.*

Bookbinding

BY A. HUGHMARK.

Under this head inquiries regarding all practical details of bookbinding will be answered as fully as possible. The opinions and experiences of bookbinders are solicited as an aid to making this department of value to the trade.

Stamping and Embossing—Continued.

A correspondent, "E. S. B.," writes to this department propounding a series of problems which he rightly says are interesting to others besides himself. We rearrange the questions asked and the answers for the sake of order in this column, and think this is a fitting time to ask inquirers in writing to this department to place each inquiry on a separate sheet of paper. By doing so they will save this writer the trouble of transcribing their letters in order to attach answers to them. We answer "E. S. B.," by placing his last question first.

Registering on Embossing Presses.

E. S. B., asks: "What is the best method of registering a printed cover for embossing on a stamping machine when the width of the bed is too narrow for the use of gages?"

Answer.— Where the bed of the stamping machine is too narrow for the use of the ordinary gages for registering a job, slotted extension gages should be made and bolted to the back side of the bed, the gages being bent at right angles to the section bolted to the press. A small crossbar with screws to fit in the slots will complete the gage, and make it capable of being adjusted to meet any requirement. After a cover or any other piece of work has been placed on the bed in the position the operator desires and the plate adjusted with approximate correctness, final adjustments should be made by moving the gages between trial impressions on the printed stock, using for the sake of economy any stock cut and printed to the same gages as the stock to be run. When the sheet has been moved into register, then the counter should be built and made ready for embossing.

How to Treat a Cover That Is too Thick for Scoring.

E. S. B. asks: "How can a cover, too thick for scoring, like heavy pressboard or cardboard, be put on an inserted booklet of ninety-six or more pages, so as to make a strong and at the same time a neat job? Gathering and sewing does not decrease the difficulty."

Answer.—A cover that is too heavy for scoring, inasmuch as it would have to be scored so deep to obtain the necessary flexibility that it would break when folded for stitching, if intended for a pamphlet of comparatively few pages, should be reinforced with a cotton strip. But if a booklet of ninety-six or more pages is so reinforced the outside of the cover is likely to peel or show a cleavage where the scoring is. An outside cloth strip would overcome the trouble, but for the fact that the reinforcing cotton strip on the inside, and the cloth on the outside, would make the cover-back too stiff and thick. It would curve and hold the pages of the book open. The cover should be cut in two pieces, and joined with a cotton strip on the inside, leaving a space between the two pieces wide enough for the book to fit in, with an additional quarter-inch space allowance for the joints. When dry the cover is folded, the book inserted and stitched. Another strip of cloth should now be put over the outside.

Attaching Thick Art Covers to Thin Backs.

E. S. B.: "A catalogue printed on heavy coated stock, having 60 or 80 pages and embossed cover, is too thick to stick on the thin back. The catalogue is machine sewed. What would be the best way to make the cover stick, and, at the same time, not destroy the artistic appearance of the job by unsightly cloth stripping or reinforcing?"

Answer.—A catalogue printed on thick enamel paper and sewed can not be covered with a heavy cover by simply gluing the backs and covering in the usual manner, especially if there are only five or even less sections to each. The cover may stick well enough at first, but when it becomes dry and the book is opened, either one of two things will happen and sometimes both — the cover will peel off and the sections part. A thin layer of the paper coating will adhere to the cover, or, more often, a layer of the cover-stock will stick to the back. If the cover is hinged by means of a double scoring, and glued down on the sides, the result will be a tubular or hollow back with cracks between the sections when the book is opened.

A muslin reinforcement will, of course, keep the cover from falling off, but adds neither strength nor beauty to the job. The pasted-in cotton strip is a useless expense to any job, inasmuch as it throws all the wear on the first and last leaves of a book — a strain that none of our present-day book-papers can stand. Under such circumstances it is best to cut the cover in two pieces and trim about one-quarter inch off the back margins, and insert a cloth back matching the color of the cover or harmonizing with it.

If the covers are trimmed to even width, a board gage can be made wider than the full width of the cover, having a board strip glued on parallel with the front edge and a similar one along the outside edge of the back cover. Now if a cover is laid on this board against the front strip, and another against the back strip, a space should be left between the two covers at least one-half inch wider than the thickness of the catalogue back. To insure even alignment of the two covers at the head it is necessary to glue on two short strips at right angles to the other two already in place; these must of course be in line with each other. The cloth back can be attached to one side first and left to dry, thus avoiding slipping and also making it easy to keep the job clean. In this instance a bunch of the front covers are laid face down and run out one-quarter or five-sixteenths of an inch. These projecting edges are then well covered with thick, smooth paste, which must be applied

with brush strokes across the projections to keep the paste from running under the edges. The cloth strip is then laid on so that it covers the paste line and with the wrong side up, and rubbed down with one stroke of the fingers of both hands, after which the covers can be stacked in small bunches and put under a weight. It is advisable to look over the different bunches before they have time to become thoroughly dry in order to prevent flaking, in case too much paste has been used on any of them. The back covers are treated in the same manner, except that at this point the board gage is used in order to get the proper spacing for the book-back. Work of this kind can be done at a rate of from eighty to one hundred an hour.

Before putting these covers on the books, the cloth backs have to be folded once in such manner as to admit of being laid out for gluing. Not over half a dozen can be handled at each gluing, because they dry quickly. The books, too, are glued and then brushed over with a paste-brush, which will prevent the backs from drying before the cover can be rubbed down. The rubbing is very important and should be done when the books are well jogged up and placed under a strip of wooden board, which should be under considerable pressure meanwhile. It will be borne in mind that there is at least one-quarter inch between the cover proper and the back of the book, where the cloth is exposed on the outside. On the inside this part of the cloth was glued so that it would stick to the sides as well as the back, thereby serving as a reinforcing to the joint. Of course, this part of the work is rather slow, but two girls working together can do the work at a cost not exceeding thirty-five cents per one hundred books.

Binding a Book Made Up to Gather.

If a book has been made up to gather, the two pieces of covers should be cut one-eighth of an inch narrower than the folded sections, to allow for a joint space. The covers should then be attached to the first and last sections of the book before gathering. To do this a cotton strip five-eighths of an inch wide is pasted along the inside of each cover, leaving an unpasted margin of one-half the width of the cotton strip, or five-sixteenths of an inch projecting, to be used later on for attaching the book section. The covers, with the strips attached, when dry are "laid up" so that the projecting cotton strips may be pasted.

It does not matter which cover, front or back, is treated first; but for the sake of regular order, we will take the front cover first. The first section of the book is laid face down on this front cover, so that the section and cover are even on the front and head. The free part of the cotton strip, having been pasted, is now brought over the back of the section, thus strengthening the fold when sewing, as well as acting as a reinforcing hinge for the cover. It will be observed that the difference in width between cover and section gives that much play for the hinge.

The last section of the book is laid on the back cover face up, otherwise it is treated like the front cover.

When the work described is done, the books are gathered and sewed in the ordinary manner, after which they can be set up in stacks and glued off on the backs as for rounding. They may be smashed or hammered down, according to the need of it, or they may have the cloth back applied direct without either, provided there is not much swelling in the backs. In this last case the books are glued off. The cloth strips for the back are prepared and rubbed down on a smooth board, which has been smoothly pasted. The strips are then transferred from this board and applied to the backs of the books, attaching the edge of the strip to one side of the book first and then turning it over the back to the other side. This last procedure is done cleanly and rapidly by having a piece of cloth of suitable texture doubled and one-half glued to the bench covering. The free part of the cloth is used to bring the strip and the back of the book into good contact, and the cloth being glued to the bench gives a purchase and prevents slipping. In order to have all joints equal, the covers should be cut narrower than the section on which they are to be attached by one-eighth inch. It is then easy to lay on the section even on head and front.

To maintain a uniform width on the sides of reinforcing and outside backs, it is necessary to saw a slit in each end of the covers about one-quarter inch from the back. When the work is done in this manner it gives a durability and appearance combined with cheapness in production impossible of accomplishment in any other way.

CROMBIE'S FISH STORY.

Ex-President Crombie, of the Machinist Branch of Typographical Union No. 6, came to town the other day groaning under the load of the latest Model 9 fish story.

It seems that brother Crombie, after his two years of strenuous work as president of the Branch, determined that he would treat himself to a vacation this year, which would include a fishing trip every day of the whole season, and he began by purchasing a plot down on Plum Island, on which he stretched his canvas for the season.

Fishing tackle was polished up, rods were tested and hooks were purchased in various sizes. Hurrying to get the canvas stretched, Jim thought of the feast that was awaiting him.

On the first trip Jim claims that he landed 780 pounds of fluke, one fish alone weighing 43 pounds and measuring 5 feet from tip to tip. It finally got so monotonous that he took the line up to the tent, with the idea of tying it to the alarm clock while he lay down for a few hours' needed rest. Of course, Jim figured that when the alarm clock beat it for the opening of the tent it would wake him up, and he would have ample time to capture the clock and also the fish, but he had not calculated on the extraordinary size of these particular fish, so while he was stretched out at full length dreaming of the time when the morning *American* would have all Model 9 machines that would contain fonts enough to obviate the necessity of changing channel plates, and that all would be equipped with automatic, nonstopping distributor boxes, the alarm clock suddenly started for the door with Jim in full pursuit, rubbing the sand out of his eyes, and gaining speed at every jump.

But alas! the handicap was too great, for as Jim reached the edge of the surf he saw the clock disappear underneath the surface, and he then realized for the first time that he must hasten to the city and either secure a new alarm clock or get a substitute for a few days. He chose the latter, and on his visit to the Branch headquarters to secure a substitute for a week he confided this story to one of the boys. Jim promised the boys all the fish they wanted this season, and after he had left a vote was taken which showed that there were a large number of believers in the party, because one said: "Crombie never took a drink in his life." — *Typesetting M. E. Journal.*

JUDGE — "You are charged with nonsupport of your wife. What have you to say for yourself?"

Rastus — "Well, jedge, I done got her three more washings a week than any other cullud lady in the block." — *Toledo Blade.*

DENVER GATHERING IN BRIEF

Largest gathering of employing printers and allies ever held.

United Typothetæ and Cost Congress had unexcelled educational sessions.

One-organization movement resulted in sweeping revision of constitution of United Typothetæ of America.

The bar is removed from union men as members.

Members may conduct union or nonunion offices, but provision is made for entering into collective agreements with labor organizations, if any members desire so to do.

The declared objects of the association, as given in the proposed constitution, are: (1) to devise ways and means for bettering the condition and advancing the interests of the industry in general; (2) effect a thorough organization of employing printers and employing allied trades; (3) eliminate the evils of ignorant and ruinous competition; (4) spread a wider knowledge of the elements of cost and what constitutes proper remuneration; (5) enable such members as may desire to make contracts with labor unions and allow others to operate nonunion shops; (6) maintain labor bureaus; (7) employ men to install the standard uniform cost-finding system; (8) to maintain credit bureaus; (9) create legislative committees for the purpose of furthering the legitimate interests of the industry; (10) further the formation of mutual insurance companies; (11) standardize a code of ethics and trade customs; (12) establish boards of arbitration for the adjustment of problems in the association, methods of competitors, and questions arising between members and their customers.

New constitution to be submitted to members of all organizations, including the Typothetæ.

The Typothetæ left vacant one vice-presidency and five places on the Executive Committee, the tacit understanding being that these positions will be filled from the memberships of incoming organizations.

The Cost Congress asked the United Typothetæ to continue the Cost Commission, and to have its meetings open to all printers, matters which are provided for in the revised constitution. If the constitution is not approved by the membership, Chairman Morgan and other members of the Cost Commission have arranged to continue their activity and make preparations for the Fourth Congress, next year.

Subsequently, at Chicago, Mr. Deacon, of St. Louis, Mr. Hartman, of Chicago, and others met and decided to test the feeling of the trade, and, if possible, launch an international organization, to be known as Associated Ben Franklin Clubs. The reasons given for this action are resentment at treatment accorded conferees at Denver, objection to high dues and a repugnance to the name "Typothetæ."

United Typothetae of America Convention.

Great, enthusiastic, sensational, and, in the end, perplexing, might be applied to the gathering of employing printers which was held in Denver the week of September 4 to 9. An excellent program of educational topics was provided for both the Typothetæ Convention and the Cost Congress. Early in the week, however, every one was aware that the question of the formation of one organization would be paramount, and before the sessions were over some attendants — very many, indeed — could think or speak of naught else than the principal issue. To some extent the organizations lost their identity, and, at one time, men who were officers of the Cost Congress and mere side-bench members of the Typothetæ deserted their official posts to attend the Typothetæ executive session, where they declared big things were being done.

STRANGE FACES AND MIXED EMBLEMS.

At one time meetings of the Congress and Typothetæ were being held simultaneously, and during the whole week conferences, so largely attended as to justify the term of meetings, and confabs were being held continuously. At the beginning of the week the statesmen and wiseacres were sure that an arrangement had been reached which would meet with the approval of the delegates to the Typothetæ and Cost Congress after half an hour's explanation. But there were surprises in store for those gentlemen as well as those who had faith in their prophetic gifts. Opposition developed in the Typothetæ, and, during the process, the old guards of that organization were introduced to a few surprises also — that is, if what a mere outsider heard has any truth in it, and the stories on which he bases his conclusions were well authenticated by the words of many witnesses. It was disclosed that during the membership campaign waged by Typothetæ officials last year the organizers had assured prospective members that the rules and regulations of the Typothetæ expressing antagonism toward unionism were obsolete and would be relegated at the Denver convention. This resulted in the apparent anomaly of not only a whole Typothetæ being composed of employers of union men, but in some instances the officers of local Typothetæ were found to be also officers of local typographical unions. Those accustomed to attending local and international employing printers' meetings were soon made aware of a strange atmosphere in the hall in which the Typothetæ held its convention. At least one member of the local entertainment committee wore alongside his United Typothetæ Association badge the button of the Interna-

tional Typographical Union, and when Kansas City was presented with a banner for having the largest local Typothetæ several among those who rose to receive the flag were noticed to be sporting the emblem of their union in the shape of watch-charms, cuff-links or lapel buttons. Among those composing this strange element in the Typothetæ convention were many "live wires" — enthusiastic fellows who believe fervently in the future of the printing trade, and felt that they had the chance of their lives to advance its interests.

UNIONISTS FOR NEW TYPOTHETÆ.

If the presence of this element was a surprise to some onlookers and old members of the Typothetæ, the conferees on the one-organization plan seemed to have been well informed as to its presence, activity and strength. These gentlemen presented a proposition that met with the approval of the new blood, and before the affray was over at least one man who won his spurs as a union organizer and who is yet a power in the councils of his organization declared that if the trade did not gather around the Typothetæ banner in short order it would be missing the greatest opportunity since Gutenberg sent us on our merry way. The agreement as amended by the Typothetæ was satisfactory to him as well as his fellow unionists in the convention. The campaign for one organization had truly made strange bedfellows, because the opposition to the Typothetæ's ultimatum was confined almost exclusively to employers who had never had other than business connections with unions, while employers with strong prounion tendencies were in favor of a grand get-together on the plans outlined.

Apart altogether from this feature, the gathering was a great success. Fully five hundred people registered, and the papers and discussions on cost and other problems were superior to those of any previous gathering.

OPENING ADDRESSES AND CAPTAIN CUSHING'S REPLY.

On Monday at 8:30 P.M. a smoker was held in the Albany Hotel, the room being uncomfortably crowded, while visitors and local printers ate, drank, smoked and listened to the usual accompaniment of such a function, with the result that good fellowship reigned, and all agreed that the big gathering had made an excellent start.

The next morning President Lee opened the convention and requested Dean A. C. Peck to lead in prayer. Mr. W. H. Kistler, president of the Denver Typothetæ, was absent, and Secretary W. J. Chamberlain, Jr., "subbed" for him in bidding the visitors welcome. He said that the West was glad to be honored in the manner in which it had, and assured all those present that Denver would do all in its power to make the visit a pleasant and profitable one.

President Lee, having spoken at some length on taking the chair, called on Captain Cushing, of Boston, to reply to the addresses of welcome. He assured his hosts that the quality of the reception they had already received made the visitors feel that they had sampled a new brand of hospitality in Colorado. In sketching the history of the Typothetæ he said that if it had done nothing else than to bring employers together and give them an opportunity to see sections of the country and visit cities and folk they would not otherwise have seen, it fully justified its existence. He referred to the fact that the nine-hour demand in 1887 of the International Typographical Union brought the Typothetæ into existence, and he thought it would be quite proper at this time to tender a vote of thanks to that organization for having shown employers the necessity of getting together and for the good times that followed as a natural consequence.

BUST OF MR. DE VINNE.

Last year the United Typothetæ of America adopted a resolution ordering that a bust of Theodore L. De Vinne be made, the money to come out of the general fund. The chairman of the committee, John Clyde Oswald, reported that several persons expressed the desire to contribute for the erection of the bust, and the committee therefore abandoned the idea of charging it up to the Typothetæ treasury. The voluntary contributions amount to $1,820, and the bust and pedestal will cost in the neighborhood of $2,200. Already printers have expressed a wish to contribute to wipe out the deficit, but if they do not do so the Typothetæ will take care of it. The bust will be placed in Columbia College, New York. Mr. Oswald prefaced his report by a few remarks on Mr. De Vinne, saying that he was but little understood or known by the great mass of his fellow craftsmen. Though eighty-four years old he still takes an active interest and is an acknowledged leader. While we plume ourselves on the fact that we have found something new in the present agitation for cost accounting and the erection of special buildings for printers, they are old subjects to Mr. De Vinne. Thirty years ago he was advocating cost finding, and five years later had a building especially constructed for printers. He is the author of seventy books on printing, and has had the degree of master of arts bestowed on him by Yale and Columbia.

KANSAS CITY BANNER TYPOTHETÆ.

The Kansas City Typothetæ was presented with a handsome banner for having the largest local, and in returning thanks Secretary Lee said that three years ago the organization had but seven members. He said its success was due to the untiring efforts of the officers, who were willing at all times to go out and gather them in.

REPORTS OF SECRETARIES.

After this the secretaries of local Typothetæ were called on for ten-minute reports. With few exceptions, young men, they mounted the rostrum and spoke enthusiastically of what had been accomplished and what their respective organizations expected to do. Story after story was told of disgust, dislike and knifing previous to the existence of an organization. The good fellowship and better understanding that followed from acquaintanceship was a feature of almost every report. Printers who thought they knew it all and had the conceit taken out of them by the field men of the Typothetæ were referred to frequently. Instance after instance was given of firms which, when they got down to hard-pan, found they were losing money on their favorite jobs. Some announced increases in prices from ten to twenty per cent, and one Southern Typothetæ stated it was now charging $1.70 for work which the members had previously sold for 70 cents.

Here and there a secretary declared that printers in their towns had put in cost systems and joined the United Typothetæ of America for the purpose of getting the real thing. It was noticed that the older Typothetæ did not report any material increases in membership, but were strong on the educational work that had been done during the year. Where they were in operation, it was said the cost department and labor bureau were important features of Typothetæ work. D. S. Gilmore, of Colorado Springs, made an appeal for unity, backbone and good fellowship, and figured it out that the men with cost systems were sure to win because the fellows who did not know would get all the lemons in the trade — a commercial diet far from nutritious.



TWENTY-FIFTH ANNUAL CONVENTION OF THE UNITED TYPOTHETAE OF AMERICA, DENVER, COLORADO, SEPTEMBER 5 AND 6, 1911.

GRIEVANCE COMMITTEE SETTLES DISPUTES BETWEEN EMPLOYERS.

Detroit reported the establishment of a grievance committee to settle disputes among employers, and while the Dubuque Typothetæ is but six months old it has eleven out of fourteen printers as members, and all of them using cost systems. In El Paso the daily papers are members and find it profitable to be so; they are desirous of knowing how they can apply a cost system to their business. Some thought a price-list could be published by the Typothetæ, as it would do a good deal toward stiffening the backbones, and be as effective as a cost system in some cases.



J. STEARNS CUSHING,
President, United Typothetæ of America.

Buffalo, New York, feels that the small shop is a menace and some means should be adopted to minimize its influence and prevent its spread. The brokerage system was also denounced as an evil that should be exterminated.

All in all, the reports of secretaries were interesting, the only criticism being that they were so numerous as to approach weariness.

Toby Rubovits, of Chicago, read a paper giving a historical sketch of all the employing printers' organizations, living or dead, in the Windy City. He omitted, however, to mention the Ben Franklin Club, which caused some of the *quid nuncs* of that organization to question Mr. Rubovits' capacity as a historian.

ACCEPTS INVITATION FROM PRESIDENT LYNCH.

Secretary Heath read a communication from James M. Lynch, president of the International Typographical Union, inviting the United Typothetæ to visit the Union Printers' Home at Colorado Springs, as guests of his organization. Secretary Gilmore, of Colorado Springs Typothetæ, moved the acceptance of the invitation in a speech in which he invited the delegates to go to a town where they looked down on people who are only a mile high. He painted the glories of Pike's Peak in vivid, picturesque language, and said if it was one of the great wonders of nature, the Union Printers' Home was as distinctly a great monument to the benevolence that he believed was inherent in all hearts.

COST SYSTEM A "SHERLOCK HOLMES."

Mr. Ennis Cargill, of Houston, Texas, was introduced to the convention as a man who had relinquished banking in order to become a printer. He spoke of the inefficient business methods usually prevalent among printers when they hang out shingles, and said for that reason alone it would be necessary for the trade to dig down to the foundation and work up in order to better its condition. There has been a great deal of progress, in Mr. Cargill's opinion, because it is only a very few years back that a printer never thought of charging a customer what the job cost him, as it was fashionable to charge what the customer wanted to pay. In those days the customer made the price. Nobody now seems to follow such unbusinesslike procedure. After seven months' use of the Standard cost system, Mr. Cargill designated it the "Sherlock Holmes of the printing establishment," and said that his observation had proved among other things that a system is the trial balance of factory operations, and the clearance-sheet of a successful business. It teems with facts and figures that are not alone interesting, but requisite for the safe conduct of one's business. It keeps the employer posted to a great extent on incidents occurring in the factory that perhaps would not be discovered through any other channel. It affords a daily check that is needful to all business institutions, and it is an insurance against heretofore unknown losses.

HOW THE NEW SYSTEM PAYS.

Mr. E. Lawrence Fell, of Philadelphia, said that the man who thinks he has reached perfection is dead, and the cost system will show him how dead he is. Those who do business in the antiquated way rob some customers and donate their work to others. He directed his remarks more particularly to those who had no cost system, and especially to printers who had been a long time in business and had acquired some degree of success. He said that he had at one time thought himself successful, and, measured by his competitors, the world agreed with him; but after installing an improved cost system he discovered that he merely thought he was successful. While he urged every proprietor to install a cost system he wished to assure him that it required a great deal of work — real work by employers — in order to get it going properly. If a person has an old system, or part of a system, and thinks of substituting a better one, he must throw out the old one in its entirety, because the uniting of the two will simply result in accentuating the weaknesses of both systems. Mr. Fell has gone through the mill and the system he has now has increased his net profits between forty and fifty per cent. Mr. Fell asked how many could tell just what they had paid for stock and labor represented in unfinished jobs which had not been billed out. He knew of an office that used to allow about $2,800 as a maximum in one department, but with the aid of a thoroughgoing system it discovered that the amount was more than $10,000. The system also increased efficiency in his office. He got an increased product of from twenty-five to forty sheets an hour from his press. This was not much for a single hour, but when you

consider fifteen or twenty presses, three hundred working days in the year, you will easily realize that it is a considerable item in the sum that goes to make success. Another advantage of the system was that it prevented overequipment, one of the greatest evils of the trade, and affected the pay-roll in dull periods, at the same time having the effect of interesting heads of departments and the workers themselves in the affairs of the office. Previously, foremen would insist that it was impossible to discharge good men during dull periods on account of inability to secure them when business revived; but now, Mr. Fell says, he has to put the brakes on his foremen to keep them from crossing the safety line in this respect.

SOLICITORS SHOULD NOT ESTIMATE.

Mr. Fell inveighed against the custom of having solicitors make estimates. He said that once a salesman began to figure he was sure to sell the job at the lowest possible price. If he is sent out to sell a piece of printing at $100, and his only business is to get the price, he will sell it for the price or leave it alone. On the other hand, if it is part of his duty to figure on the job, he will succumb to the temptation to meet the customer's wishes by a cut here and there, and, in the end, materially affect the profit.

In his remarks Mr. Fell referred to "small printers" who work sixteen hours a day for a mere livelihood, and said that, for the sake of society, themselves and their families, they ought to go to work as journeymen at eight hours a day. The really successful man is the one who can make the most money out of a $100 job. The speaker concluded by saying he hoped to see the day when a prerequisite membership of the United Typothetæ of America will be ability to fill out forms of a cost system.

Mr. G. V. Simmons, Waterloo, Iowa, and Mr. D. S. Gilmore, Colorado Springs, Colorado, ably discussed Mr. Cargill's paper.

TYPOTHETÆ THE CRAFT MOSES.

"The Printer Ascendant" was the subject assigned to Henry P. Porter, of Boston, who handled it in his usually informing, entertaining and vigorous style. As is almost habitual with Mr. Porter, he took advantage of the occasion to laud the Typothetæ and all its works. He said that that organization must be the Moses of the printing craft to bring it into the promised land of business success. He also insisted that unflinching support of the Elder Statesmen of the Typothetæ was necessary if printers were ever to be elevated to the plane occupied by bankers, brokers and members of other callings that are looked upon as leading citizens. Mr. Porter's address was so enthusiastically received and made such an impression on his hearers that a motion was adopted authorizing the officials to print and freely distribute the paper.

NEED OF TRADE EDUCATION.

Mr. A. M. Glossbrenner, in reporting for the advisory committee of the School of Printing, said the greatest asset of the nation and the individual is the young man, and his development is necessary for the conservation of fortunes and the best there is in our social order. He said the purpose of the School of Printing at Indianapolis was to teach young men how to do the things that old men found it very difficult to perform. The price pirate, for instance, can not be changed. He has been educated in a devil-take-the-hindmost philosophy, and the effects of that obsolete doctrine can not be eradicated; therefore, the hope of society and the trade resides in men who know their business thoroughly and get the most out of the material at hand, but who have a high conception of their duty to competitors and neighbors. This is the sort of men that the Winona School of Printing is endeavoring to turn out, and with a satisfactory degree of success.

In introducing Prof. F. O. Climer, director of the Winona School of Printing, to read a paper on "Trade Schools," President Lee injected a note of human interest. He said he never fully appreciated and felt the value of association until last year when he was taken ill at Indianapolis, when a new phase of life was opened to him. A stranger in a strange city, very ill and very much depressed, he was visited almost daily by Messrs. Glossbrenner and Climer and their wives. Their kindly ministrations had taught him to know these gentlemen in a manner in which he knew few of his friends of years' standing. With this kindly introduction, Professor Climer described the purposes and methods of the School of Printing at Indianapolis, the exposition of which we reserve for a further issue.

Mr. William Pfaff, of New Orleans, said that the best comment he could make on the school was that he sent his son there, and believed that it had saved ten years of the boy's life. He was glad that the old apprenticeship system had failed, because trade-schools offered superior opportunities, and we should hasten in our efforts to bring those opportunities before all young men of the country. Mr. Pfaff then gave an interesting historical sketch of the development of industrial education and its present uses in Germany, Great Britain and other places.



Ex-President Wilson H. Lee at a No. 9 Linotype in the Mergenthaler exhibit.

"THE ELEMENT OF TIME."

A voice from the far West was heard when Mr. Joseph A. Borden, of Spokane, Washington, rose to discuss "The Element of Time." He said there were but two elements in production — material and time — and our lack of knowledge regarding time is a reproach to the printing trade. The ancient method of allowing employees to exercise discretion in making out their time-tickets has brought many employers to bankruptcy. Proprietors must show that accurate timekeeping is necessary under present business conditions. When the reasons are fully explained they will

find that their employees are coöperating heartily. He found that "bulletining" productive time produces good results, it having increased efficiency from sixty to seventy-seven per cent in one office within a twelvemonth. But the condition precedent to this is that one must be sure the employees fully understand what the employer wants, why he wants it and what its effect will be.

Speaking on the same subject, Mr. Edward L. Stone, of Roanoke, Virginia, said that while all know that time is money, few take as much care of the time they expend as of the money they spend.

Mr. James A. Bell, of Elkhart, Indiana, said that about five per cent of employees were energetic and possessed of high ideals, and neutralize the deficiencies of the ninety-five per cent. He also declared that ordinary business enterprises lived but twenty years. Occasionally there were persons who subjugated all worthy desires of life to that of keeping the business alive. He then described at some length the profit-sharing plan in operation at his plant, which had increased the efficiency, and which he hoped ultimately would result in the employees owning a great proportion of the stock. We are pleased to say that Mr. Bell has promised to enlighten the readers of THE INLAND PRINTER on his interesting experiment.



RETIRING COST COMMISSION AND OFFICERS OF COST CONGRESS.

F. I. Ellick, Wm. Pfaff, E. L. Stone, D. S. Stone (secretary), J. A. Borden (chairman, third congress), J. A. Morgan (chairman of Cost Commission), A. H. Glossbrenner (treasurer), J. W. J. Meyer, Frederick Alfred.

PRODUCING PRINTER AND MERCHANT-PRINTER.

"How Can Printers Be Shown the Necessity of Organization?" was the subject that brought the energetic, clear-voiced Robert W. Ewing, of Birmingham, Alabama, to the rostrum. Mr. Ewing is evidently a man of commercial training, because he said the bane of our industry is journeyman printers without business training entering the commercial field. It takes five years to become a journeyman, but these well-intentioned and more than ordinarily capable persons consider that it takes no training at all to become an employer. His advice to these men is that they take advantage of their opportunity to learn business methods and join organizations of successful employing printers. Coming closer to his assigned subject, Mr. Ewing said the way to build up such an organization is to make non-affiliated printers discontented with their financial status. Once organized printers demonstrate their superiority as business men, unorganized ones will be attracted to them. That is, if the first-mentioned only show a disposition to be congenial and desirous of helping out the less fortunate fellow. Mr. Ewing concluded with an interesting selling talk relative to five thousand letter-heads. He said lack of business knowledge often resulted in the printer allowing a customer to get away on account of a difference of $1 or so on an order of that kind. Now the printing of the letter-heads means little. It is a mere bagatelle as compared with the total expense, and the letter-head is the advertisement of the merchant. He pays but $14 or $15 for the printing, while the total expense of mailing, etc., costs in the neighborhood of $250. The mere printer will haggle about the cost of printing, but the merchant-printer will direct the customer's attention to the fact that when he is going to spend $250 that a few dollars is neither here nor there when one comes to consider the effect a good letter-head has on the recipient. Instead of merely seeking pay for his work the learning of little wrinkles like the foregoing about salesmanship is what will convert the producing printer into a merchant-printer.

ORGANIZATION MARK OF CIVILIZATION.

Speaking on the subject assigned to Mr. Ewing, Mr. Robert Schalkenbach said that in order to play up organization one first had to establish confidence in the association and to have some confidence in the character of the printers he approaches. Certain types of men objected on the score of expense, though organization is a necessity if the theory of insurance is good. Some are prone to take a gambler's risk of any kind, but will not invest in a sure thing — their trade organization. Ultimately associated effort is going to win, because the basis of a real difference between the savage and the civilized man is organization. The organized man is sure to outstrip the unorganized man in all the elements that go to make up a well-rounded-out citizen. Lack of thorough organization has had a baneful effect on the printing trade, and Mr. Schalkenbach cited a banker who said that his clan held but one class lower than printers, and that class was saloonkeepers. "So," said the speaker, "we barely escape being considered disreputable."

BENEFITED FROM ONE TO THREE THOUSAND PER CENT.

Mr. H. W. Walkenhorst, of Kansas City, said that the printers of his community had benefited from one thousand to three thousand per cent on their investment in organization. This can be proved, and he did not know of any stronger argument that could be used as an attraction to the unorganized printer. In Mr. Walkenhorst's opinion, existing organizations should not only apply themselves to remedying the abuses, but in restraining the oversmart man who charges enough and makes a mistake as to his capacity to produce. The brakes should also be put on the fellow who takes advantage of the ignorance of some customers and charges them excessively high rates.

REPORTS AND ROUTINE BUSINESS.

Owing to the time spent in discussing matters arising out of the attempt to organize one association, routine affairs of the United Typothetæ were not considered with the deliberation usual in that dignified body. As far as the scribes were concerned, the multiplicity of meetings — open,

executive, very small and very secret — made the three-ring circuses of their youth appear easy places for observation. To add to the confusion, the pesky express company or postoffice did not deliver the official reports until late in the session. When they did arrive it was found that they were overflowing with optimism. President Lee said that the membership had nearly doubled since the last convention in Washington, May, 1910, fifteen months ago, and that $50,000 a year was being expended for the benefit of the trade, though double that sum could be used to good advantage. While he thought the organization would be benefited by a reduction in dues, he felt constrained to urge that no change be made except that a lower minimum should be adopted so that the owner of the shop whose annual pay-roll is about $3,000 may be taken into the organization. The president spoke very highly of the work done by the Chicago office, of the School of Printing at Indianapolis and the North End School of Printing at Boston, and commended the Bulletin as wielding a really important beneficial influence.

CLAIMS CREDIT FOR COST MOVEMENTS.

Chairman of the Executive Committee Cushing commended Secretary Heath, the employment bureaus, and the Bulletin, which circulates to the extent of about five thousand copies monthly. Mr. Cushing gives the United Typothetæ the greater portion of the credit for the prevailing craft awakening, saying that the program for the Chicago Congress was prepared at the Typothetæ office at Philadelphia, and that the organization was the principal factor in the congresses held in Portland and Atlanta. In closing his report, the Colonel declared, in the militant tones of a warrior ready for the fray, that the Typothetæ is now and will be the one great national organization of printers, and any attempt to drive it from its proud, preëminent position will bring failure.

TYPOTHETÆ ACTIVITIES OF PAST YEAR.

Secretary Heath, of course, referred to the increase in membership in both individuals and organizations and said that incomplete returns show the aggregate product of members last year to be $77,571,000 from plants valued at $43,682,000. Mr. Heath tells the organization that the sickness and accident insurance features are growing. In commenting on mutual fire-insurance companies related to the trade he says that the policyholders are participating in a twenty-five per cent dividend each year. Mr. Flagg, in charge of the Chicago office, is given credit for organizing seventeen Typothetæ during the year and is highly commended. The secretary joyfully reported that no labor difficulties have occurred during the year.

MELANGE OF MINOR MATTERS.

On the suggestion of the Topics Committee the convention referred the question of a reduced minimum rate to the incoming executive committee.

A resolution was adopted expressing gratification for the work done by the School of Printing at Indianapolis and appropriating $3,000 to be dispensed at the discretion of the Typothetæ's Advisory Board. The convention also concurred in the Topics Committee's belief that the Standard Cost-finding System has proved its capability and, therefore, resolved "That the United Typothetæ of America hereby endorses the work of the Standard Cost-finding System and adopts this system as the official cost system of the United Typothetæ of America." The Topics Committee approved that portion of the executive committee's report which suggested "That the general secretary be authorized to employ from three to five first-class organization men and have them report direct to him and be subject to his orders," and the incoming executive committee will wrestle with the problem. In order that past presidents may have some pleasant memento of their services, a resolution was adopted authorizing the secretary and executive committee to "provide and present to each past president a certificate or insignia of his office, or both," as the executive committee may determine.

The convention strongly endorsed the work of the Graphic Arts Mutual Fire Insurance Company, of Philadelphia, and the Printing Trade Mutual Fire Insurance Company, of Chicago.

EVERY HOUSE SHOULD HAVE A COST SYSTEM.

On the installation of cost systems, the delegates expressed themselves as follows:

WHEREAS, Returns received by the general secretary from our membership show that in many of our plants cost-finding systems are not in use;

WHEREAS, The best interests of our members imperatively demand standardization in cost-finding equipment and methods;

WHEREAS, Approximate uniformity in matters of costs and the standardization of equipment and methods is impossible of attainment until every member of the United Typothetæ of America shall install and conscientiously use a simple, efficient, scientific cost-finding system; therefore, be it

Resolved, By the United Typothetæ of America in convention assembled, that each and every member having no costs system in use be urged to pledge himself to install and use the Standard Cost-finding System, as endorsed by the United Typothetæ of America;

Resolved, That the general secretary be, and is hereby, instructed to notify each member of the adoption of this resolution.

TO CONFER WITH ALLIED TRADES.

During one of the sessions a communication was received from electrotypers, stereotypers and photoengravers, who held a meeting in Denver, expressing their desire to become connected with the Typothetæ. This was referred to the Topics Committee, which reported the following resolutions that were adopted by the convention:

WHEREAS, It is greatly to the interest of typefounders, builders of printers' and binders' machinery, electrotypers, photoengravers, paper dealers and printers' supply houses in general, that each of their customers become a member of the United Typothetæ of America and install the United Typothetæ of America Standard Cost-finding System; therefore, be it

Resolved, By the twenty-fifth annual convention of the United Typothetæ of America, that the president appoint a special committee of three members, whose duty it shall be to confer with and point out to the above-mentioned interests the many substantial advantages to their patrons which will result from membership in the United Typothetæ of America;

Resolved, That at these conferences our committee be, and is hereby, instructed to lay special stress on the monetary benefits of membership in the United Typothetæ of America and the use of its cost-finding system, pointing out that a general betterment in trade conditions, a lowering of the cost of production, and an increase in profits invariably follow, and calling attention to the important bearing these results have on collections and the extension of credits;

Resolved, That the committee appointed under this resolution be, and is hereby, instructed to use its best endeavors to secure the active coöperation and influence of the interests above mentioned in the work of increasing the membership of the United Typothetæ of America and in bringing about the general use of the Standard Cost-finding System, as endorsed by the United Typothetæ of America;

Resolved, That this work be done under the direction of this committee of three, through the office of the general secretary, so far as they shall desire.

THE OFFICERS ELECTED.

The officers for the ensuing year are as follows:

President — J. Stearns Cushing, Norwood, Mass.

First vice-president (ex officio chairman of the executive committee) — A. M. Glossbrenner, Indianapolis, Ind.

Second vice-president — George M. Courts, Galveston, Texas.

Third vice-president — J. A. Borden, Spokane, Wash.

Treasurer — A. E. Southworth, Chicago.

Executive committee — D. Arthur Brown, Kansas City, Mo.; Harry K. Dean, Grand Rapids, Mich.; L. P. Davidson, Louisville, Ky.; George H. Ellis, Boston, Mass.; E. Lawrence Fell, Philadelphia, Pa.; Alex. Fitzhugh, Des Moines, Iowa; William Green, New York; Wilson H. Lee, New Haven, Conn.; H. W. J. Meyer, Milwaukee, Wis.; W. E. Milligan, San Antonio, Tex.; Benjamin P. Moulton, Providence, R. I.; J. A. Morgan, Chicago, Ill.; William Pfaff, New Orleans, La.; Robert Schalkenbach, New York; Fred L. Smith, Minneapolis; John Stovel, Winnipeg, Can.; Charles F. Ward, Pittsburg, Pa.; Rufus C. Williams, Richmond, Va.; G. T. Hofman, Denver, Colo.; Edward L. Stone, Roanoke, Va.

There are still to be elected one vice-president and five executive committeemen, and the appointment of the Cost Commission also has been deferred. The present commission will hold over until the organization has voted on the revised constitution. If there be an affirmative vote it is expected that the committeeships and vice-presidency will be filled from incoming organizations. If the vote should result adversely to establishing one organization, Chairman Morgan and his colleagues will conduct the affairs of the Cost Commission as heretofore, and arrangements will be made for the Fourth International Cost Congress.

Third Cost Congress.

Excellence was such a marked feature of the two-day Typothetæ meetings that one could be pardoned for wondering how the Cost Congress would be able to maintain the standard. But it was not under way long before the auditors knew that the old organization had not absorbed and used all the oratorical and tuitional ability in the craft.

After prayer by the Rev. Joshua Gravett, President Kistler, of the Denver Typothetæ, thanked the delegates for coming west. He thought meetings like the Cost Congress were especially timely; printers having heretofore always been in the van in advancing the interests of society and liberal contributors to those inventions which mark our civilization, it was high time they developed the commercial sense which the Cost Commission and Cost Congress were designed to advance.

MORGAN ON COMPETITION.

Chairman J. A. Morgan replied to the address of welcome briefly, though he admitted that the inspiration of the gathering was a strong temptation to make a lengthy speech. The interest manifested and wonderful progress made toward standardizing cost accounting have exceeded the expectations of the most sanguine, in Mr. Morgan's opinion. He said printers had held far too long to the idea that competition is the life of trade, and in that connection quoted George W. Perkins, the New York banker, as saying that competition is a ruthless, cutthroat method, responsible for panics and other evils which mean death and destruction to trade, while coöperation looks toward more stable conditions and a more even distribution of wealth. He called Attorney-General Wickersham as a witness by quoting from a speech in which he said that "the law of supply and demand no longer controls prices in the United States." He also quoted Judge Gary as saying that the steelmakers were in substantial accord, working in harmony and trying to help one another. Mr. Morgan disclaimed any intention of endorsing trust methods or advocating any other monopolistic measure for the trade. He preached the gospel of more effective organization for the purpose of securing greater coöperation among the members of the industry.

THE OFFICERS.

On Chairman Morgan, of the Cost Commission, calling for nominations for chairman of the congress, J. A. Borden, of Spokane, was selected, with R. C. Darby, of Atlanta, as vice-chairman. D. S. Gilmore, of Colorado Springs, and Frank Scott, of Minneapolis, were elected as secretary and assistant secretary respectively.

REPORT OF COMMISSION.

The report of the American Printers' Cost Commission proved to be, very largely, condensed statements of the various commissioners. For Chicago, Mr. Morgan himself stated that the interest in cost finding had been greater during the past year than at any previous time.

Commissioner Alfred reported that New York had established a school for instructing estimators and to teach the value of the standard cost-finding system.

C. H. Brandon stated that out of a total of forty-three plants in Nashville, Tennessee, twenty-three had installed the system.

Probably modesty prevented Mr. Ellick, of Omaha, from reporting his experience, but Chairman Morgan inserted a paragraph giving the number of cities in which he had delivered his now celebrated chart lecture on cost systems.

Educational meetings under the auspices of the Philadelphia Typothetæ have attracted an attendance of from two to four hundred printers, and Commissioner Robert N. Fell reported himself as being well pleased with the outlook there.

Mr. Kistler stated that the success of the Denver Typothetæ was such that its members were encouraged to endeavor to organize the printers of the State. This organization recently issued a circular suggesting a minimum price on small work, such as letter-heads, envelopes, cards, etc.

PROSPERITY AND PROGRESS IN CANADA.

The Canadian Commissioners — Messrs. McLean, of Toronto, and Saults, of Winnipeg — reported exceptionally good business in their jurisdiction. Many meetings have been held, and the Canadian Press Association has done excellent work in introducing a cost system that is applicable to combined newspaper and job offices.

Mr. Meyer stated that a year ago Milwaukee contained but fourteen or fifteen cost systems, while to-day between twenty-five and thirty are in use.

Mr. Pfaff, of New Orleans, declared that he had had a busy year and bemoaned the fact that such a large number of printers possessed so much "native intelligence," "horse sense" and "practical" printing experience that one can not even show them cost blanks. This gentleman seems to think that absolute relief is with the next generation, and time and energy should be devoted to educating the boys of to-day.

G. V. Simmons, of Waterloo, Iowa, reported the results of a wonderful organizing campaign in that neighborhood, saying that in less than a year's time the cost movement had advanced from a place of obscurity to one of widely recognized importance in the craft.

SOME BENEFITS OF ONE ORGANIZATION.

Mr. Stone, of Roanoke, admitted he found it difficult to make a report that would be sufficiently comprehensive to include the far-reaching results of the commission as a whole, or of his personal efforts. He made a strong plea for one organization, as it would tend to bring about a greater uniformity of trade practices, and at the same time permit the active members of the craft to devote some



THIRD INTERNATIONAL COST CONGRESS, DENVER, COLORADO, SEPTEMBER 7 AND 8, 1911.

attention to social and political affairs, as one's leisure is much invaded by the necessity of attending meetings at home and in various parts of the country.

Mr. Walkenhorst, of Kansas City, said he had traveled nearly nine hundred miles preaching the gospel, and that Leavenworth has a hundred-per-cent organization, with every shop operating a cost system.

GREATEST WORK — FINANCES.

The commission considered its greatest work during the year was that of promoting plans for the formation of one organization, but it did not make any recommendation to the congress on this score.

Treasurer Glossbrenner reported that the receipts had been $4,083, and that there was a balance on hand of $47. He said that the commission could have done much more work if it had had a larger bank account, but he felt sure that the limit of accomplishment had been secured for the minimum outlay.

COMMENDATION FROM NEW ZEALAND.

A letter was read from Cleveland Banks, an employing printer of Wellington, New Zealand, thanking the commission for the work it had done, and suggesting a universal cost system.

An invitation from President James M. Lynch, of the International Typographical Union, asking the members of the Cost Congress to be the guests of his organization at the Union Printers' Home at Colorado Springs, was enthusiastically received and unanimously accepted.

WHAT CONGRESS DID FOR ST. LOUIS.

The educational features of the program resolved themselves into a sort of recital of what the various cost congresses had accomplished. Earl R. Britt, of St. Louis, Missouri, essayed to tell the audience " What the Second International Cost Congress Did for St. Louis," and he did it in a pleasant, informing and effective way. He said that the unprecedented growth of the cost movement proves that printers are determined to elevate the trade. Competition as at present practiced is a two-edged sword that cuts deep both ways. Rational competition — the kind of competition that cost congresses should strive to establish — is on a basis of quality. Nor are high charges all that make success; every proprietor should not only have a knowledge of his real costs but a knowledge of what they should be. The second cost congress had shown St. Louis printers that they were full of a strange, unbusinesslike ignorance. It made them sit up and look at themselves as they paraded along. Now they no longer waste time guessing what a competitor is going to charge, as ninety per cent of the trade is organized. In addition to many near-systems, there are thirty-five standard cost systems in use and one-sixth of the income of the commission came from St. Louis. The Ben Franklin Club there had issued a price-list, which Mr. Britt explained in detail.

SALESMEN MISSIONERS OF BETTER TIMES.

In telling of the effect of the Southwest Cost Congress, held at Wichita, Kansas, G. M. Booth, of that city, harked back to the old Franklin Club which was organized in 1904, and which was on the verge of destruction when the first cost congress was called, which gave it new life. The second gathering imparted to it a great vitality and from that time on it has flourished like a green bay tree. Mr. Booth praised the supply salesman as the missioner of the cost idea and emphasized the need of informing small printers that they can not produce more cheaply than larger shops. He averred that the Southwest Congress had had a great influence on the country printer, and recited an experience on a Wichita booster train where he had met printers of more than ninety towns. Mr. Booth, who is nothing if not an expander, thinks that the State editorial associations should be given a course of instruction on costs.

JO ANDERSON A KICKER.

Robert E. Morrell, of Portland, Oregon, thought it would be but a short time before the printing business would be on a profitable basis. He read letters from a number of coast cities, each of which spoke of substantial success, and breathed a story of optimism, the exception being one from Jo Anderson, of Sacramento, who said he failed to detect any benefit from the Cost Congress. The prices he went up against in the Queen City of the Sacramento Valley indicated that the seed had fallen on stony ground. As an offset to this icy douche Los Angeles reported thirty-four offices as having cost systems.

MAKING MORE MONEY.

R. P. Purse, Chattanooga, Tennessee, said that copies of the proceedings of the Southeastern Cost Congress had been sent to every printer in the territory; that the meeting had done much toward increasing the amenities of life, and they know down there that the congress is a success because more money is being made in the business than heretofore.

THE WORK IN CANADA.

" Cost Educational Work in Canada and Some of Its Results " was the subject assigned to John M. Imrie, of the *Printer and Publisher*, of Toronto. The speaker was on his way home from the Canadian Northwest, and the refreshing character of his paper and the breeziness with which it was delivered were redolent of the Saskatchewan, and easily noticeable even in the bracing air of Denver. He said that he believed the cost congresses were the most valuable of printers' meetings. They were revolutionary, but what of that? He knew of no people who should be more willing to change their methods than printers. Though differing from them on the question of price control, Mr. Imrie gave boards of trade credit for creating much of the healthy sentiment now coming to the surface. Fierce and ignorant competition among printers as to prices prevailed on both sides of the line, and in order to minimize it he had as secretary of the Canadian Press Association traveled ten thousand miles. That association has a cost system along the general lines of the Standard, but modified to meet peculiar conditions existing in country districts of Canada. About a year ago the installations were in the proportion of one in two hundred; they have now increased to one in ten. Mr. Imrie said that though he ran counter to the generally accepted view, he could not refrain from saying that there is a difference in the cost of production between various cities and in various localities, and though, perhaps, not to such a degree, there is a difference in offices in the same community. His observations justified him in the contention that this is the result of the development of efficiency. He spoke of the men who have been running small printing-offices in Canada and making but a thousand dollars a year, saying that it was the duty of those who knew that more compensation could be acquired to carry the gospel to the doors of these offices. Those engaged in the agitation would not get real benefit from the work unless they performed that duty sincerely and gladly. Another thing Mr. Imrie thought should be emphasized is that the prices charged should be fair to the customer as well as to ourselves. He closed his address by expressing the hope

that the next great gathering of printers would be known as the "Cost and Efficiency Congress."

F. I. Ellick, of Omaha, gave his celebrated lecture and chart demonstration on the "Standard Uniform Cost-finding System." Mr. Ellick is master of his subject, a cogent and forceful speaker, so it would be impossible to give a precis of this address, for without the illustrations and the personality of the speaker, there would be too great a deterioration in value.

AN APPEAL FOR BACKBONE.

C. D. Traphagen, Lincoln, Nebraska, opened his address on "Observations Upon Vertebral Phenomena" by declaring that a large percentage of printers were invertebræ, possessing backbones of the rigidity of those of caterpillars. He believed many of the evils of the craft could be cured by individual corrective action. Printers are too prone to blame their troubles on the exorbitant price of machinery or the tyrannical demands of organized labor. Neither of these factors is important, let alone vital. The real trouble is that employing printers have allowed themselves to do business under conditions imposed by the buyer and not by the seller. For instance, we should develop sufficient backbone not to give details when making estimates. If these and other degrading practices that prevail in the trade were eliminated and a reasonable system of coöperation developed, it would be possible to secure decent prices. The day of cut-rate competition — a species of piracy — is nearing an end. It is at an end in prosperous industries and the printing trade is behind the times just so far as that system continues to flourish.

B. P. Tyloer, of Schenectady, New York, exploited his system of costs, speaking from the standpoint of a bookkeeper rather than a printer, and therefore indulged in much minute detail.

HOW TO KEEP DOWN FIRE RATES.

E. T. Turner read a paper prepared by Alfred Ferris, of Philadelphia, Pennsylvania, on "Mutual Fire Insurance," a subject which has been exploited in these columns many times. The paper contained several suggestions relative to conducting a business so as to minimize fire troubles, laying special stress upon the necessity of keeping paper and dirt off the floor. Mr. Ferris advised that local organizations appoint committees for the purpose of seeing what justification there is for the high rates existing in many places, and what can and should be done to lower them.

Fred M. Lloyd read a paper on "Appraisals"; Charles F. Hynes, of Denver, Colorado, on "Value of Organizations," and W. H. French, of Chicago, on the "Supplyman's View of the Situation," all of which will appear in future issues of THE INLAND PRINTER.

RESOLUTIONS ON VARIOUS SUBJECTS.

Edward L. Stone read the report of the Committee on Resolutions, which contained expressions of thanks to the Denverites and others, for the entertainment provided.

The death of C. V. White, of Seattle, Washington, a member of the commission, was appropriately referred to in a minute that recognized his work for the craft and gave an expression of regret to be forwarded to his family.

By resolution the Cost Congress requested the United Typothetæ of America to continue the work of the cost commission and to have its meetings open to all printers.

The congress recommended that all organizations should consider the reconstruction of the United Typothetæ and all that the changes imply.

THE ONE-ORGANIZATION MUDDLE.

According to the program, the Cost Congress was to hold the stage on Friday at 10 A.M., but the officers of the Typothetæ had secured the room for an hour for the purpose of discussing the report from the conference committee to which it had previously appointed five members. Instead of being through in an hour or so, the Typothetæ remained in session behind closed doors, with a short intermission for lunch, until after eight o'clock. In the meantime, the congress did not hold a morning session, and in the afternoon was relegated to a very small room which freely admitted the rays of the Colorado sun, which played havoc with the collars and tempers of the auditors.

Naturally, this state of affairs greatly irritated many Ben Franklinites and others. There was a movement on foot during the afternoon to launch a new organization, but leading Franklin men opposed it. The Cost Congress was in session at night when it heard that the Typothetæ had adjourned *sine die*. The cost men scurried to the larger and more comfortable room, and there was considerable confusion. The congress appeared to be without any definite — at least official — information, and the result was that Chairman Morgan, of the commission, was called on to enlighten the gathering. It then appeared that he had taken no part in the conferences held in Denver, and was informed only as to what had occurred at the Typothetæ meetings.

HARTMAN AND OTHERS LEAVE MEETING.

Among the head-liners of the program was W. J. Hartman, a leading Ben Franklinite, who was to speak on "Correct Selling Prices." Mr. Hartman is an extemporaneous speaker, and, as he happened to be in the room, Chairman Borden called on him for an address. Mr. Hartman, frankly disavowing any intention of keeping to his text, took advantage of the occasion to express himself regarding the actions of the Typothetæ during and after the conferences. He declared that in the light of what the conference had agreed upon the Typothetæ should not have elected officers, and it should at least have allowed those attending the Cost Congress to participate as silent auditors at the meeting held that day. By this time the congress was a mass gathering, and, after it passed the resolution recommending careful consideration of the reconstructed Typothetæ constitution, Mr. Hartman and many other Ben Franklinites left the room. They did not make any particular demonstration, however.

A score or so remained, authorized speeches to be printed and otherwise wound up details, after which Mr. Oswald read a little sentiment of hope and optimism explaining why it was good to remain in the printing business. At its conclusion, the third — and some said the last — International Printers' Cost Congress adjourned.

About the Get-together Effort.

Probably half a dozen of the men who traveled Denverward to attend the meeting had in their pockets copies of constitutions and by-laws which each one thought would serve as an instrument to unite the employing printers' organizations of the country. As affairs eventuated, however, but one of these lone-hand constitutions — the Hartman, or Ben Franklin, draft — played an important part in the negotiations. The result of the palavers was not as satisfactory as one might wish. Toward the end there was much confusion, principally because there was too little time to attempt properly to handle work of such magnitude. Indeed, all of the disagreeable features might have been obviated if some well-understood method of procedure had

been agreed on, but that was impossible under existing conditions. However, this is a brief sketch of what happened:

TENTATIVE BASIS FOR CONFERENCE.

After much lobbying, conferring and discussion, a committee, consisting of Messrs. Hartman, Deacon, Ellick, Wedekemper, Meyer and Braunwart, sent the following proposition to the United Typothetæ:

"We agree to the name of the United Typothetæ of America.

"It is agreed that a committee of nine members be appointed by the United Typothetæ of America, of which the other organizations shall select four members, to revise the constitution and by-laws.

"That the dues for the United Typothetæ of America and all other members shall be as provided for in the existing United Typothetæ of America constitution and by-laws until the new constitution and by-laws is adopted, except that members of other organizations whose annual payrolls do not exceed $4,000 shall pay minimum combined local and international dues of $1 per month, fifty per cent of which shall be paid to the treasurer of the United Typothetæ of America, provided the local bodies guarantee the collection thereof and remit the same quarterly in advance.

"It is agreed that if the joint committee is able to report a satisfactory constitution and by-laws before the final adjournment of the combined meetings at Denver, then a nominating committee shall be appointed, with a joint representation, to nominate officers and committeemen for the ensuing year."

CONFEREES APPOINTED.

This was received on Tuesday morning, and the convention promptly authorized the appointment of the committee. President Lee just as promptly appointed E. Lawrence Fell, Robert Schalkenbach, H. W. J. Meyer, E. A. Southworth and Henry P. Porter to represent the Typothetæ. The non-Typothetæ selections were: Charles Francis, representing the Printers' League of America and the Master Printers' Association of New York; W. J. Hartman, Howard C. Wedekemper and R. T. Deacon, representing the Ben Franklin Clubs, with George E. Wray, of Chicago, acting as secretary of the joint committee.

These gentlemen labored assiduously and long, and in time drafted a constitution that was wholly agreeable to the Ben Franklin Club interests and, apparently, the other conferees. Many were the conjectures that it would be adopted quickly by the Typothetæ when it was presented to that body. However, considerable captiousness was displayed. The new constitution did not contain any reference to "arrogant demands of trade unions," while there was a provision authorizing the making of contracts with labor organizations, which is indicative of the revolutionary character of the changes suggested.

TYPOTHETÆ AMENDS DRAFT.

The Typothetæ wrangled long about the preamble, which, as reported, was a simple declaration. After hours of discussion, the old guard engrafted this on the committee's preamble: "It [the organization] is based on the right of the individual, and while it disclaims any intent to assume an arbitrary control of the trade, either against customers, workmen or members, as an association it asserts and will maintain its right to regulate its own affairs."

In the article relating to membership a prohibition was put on *officers* of labor organizations, whereas heretofore all members were barred.

The question of dues proved to be another stumbling-block. The conference committee suggested $2 per $1,000, but the convention raised it to $3 per $1,000, which is regarded as of vital importance. There were some other minor amendments.

PROTEST FROM NON-TYPOTHETÆ MEN.

The conferees for the Typothetæ took this back to their fellow conferees, and, while they were considering the amendments, the United Typothetæ proceeded with the election of officers, much to the astonishment of its conferees. On hearing this the non-Typothetæ men framed the following letter of protest to the Typothetæ:

In accordance with our request, you sent a committee to consult with us in regard to the formation of a new international association, to be known as the United Typothetæ of America, and to form a new constitution and by-laws for the new organization. These matters having been completed, we find that you have made an important change in the membership dues, and also that you have elected officers for your organization; and we desire to know whether your body expects control of the new organization by means of the officers you have elected, or whether you intend to allow the new association to elect its officers. If the former is your intention, then the formation of a new or reorganized Typothetæ has been voided by your action, and it is impossible for us to join your organization.

Thanking you for your serious consideration of the matter, and assuring you of our good faith for the formation of one organization, we are,

Yours very truly,

JOINT COMMITTEE,

CHAS. FRANCIS, *Chairman.*
G. E. WRAY, *Secretary.*

This was read to the convention, and it appears that the decision was of the nothing-doing order. The writers complained they had not received any official intimation of what disposition the Typothetæ made of it, which was probably an oversight due to the confusion incident to adjournment.

HARTMAN AND DEACON ADDRESS TRADE.

The following day Messrs. Hartman and Deacon, as presidents of the Ben Franklin Clubs of Chicago and St. Louis, respectively, issued the following letter:

To Employing Printers' Associations of America:

Desiring to acquaint you with the facts as to why it was impossible to form one organization of employing printers, we make the following statement:

A written proposition was submitted to the United Typothetæ of America as a basis of forming one international association:

First.— That we were to agree to the name of United Typothetæ of America.

Second.— That we were to agree to pay the dues specified in the existing constitution and by-laws of the United Typothetæ of America — until a new constitution and by-laws could be agreed upon and adopted.

Third.— That the United Typothetæ of America would not elect officers if it were possible to agree upon a constitution and by-laws for a new organization — the organization parties to this agreement were to have representation on equal terms, as nearly as possible, in the nomination and election of officers.

A committee of nine, consisting of five members of the United Typothetæ of America and four members representing Ben Franklin Clubs, the Printers' League of America and master printers' associations, labored for many hours, finally unanimously agreeing upon a constitution and by-laws for a new organization, which was submitted by the members of the committee, representing the United Typothetæ of America, to their body, and after a session of twelve hours of the United Typothetæ of America, was referred back to the original committee of nine with various additions and amendments, which the committee of four might have accepted had it not been for the fact that they were informed in face of agreement the United Typothetæ of America had proceeded with the nomination and election of officers, without the knowledge of their committee; consequently the members representing the other associations considered this a breach of agreement; therefore declined to accept the amendments and become members of the United Typothetæ of America, taking the ground that they never had intended to make application for membership in the United Typothetæ of America, but were here to assist in forming a new organization, and had conceded against instructions of their local associations to naming the organization the United Typothetæ of America.

President Lynch Looks in and Entertains

James M. Lynch, President of the International Typographical Union, put in an appearance at the Brown Palace Hotel late in the afternoon of the last day of the employers' gathering. In answer to a question he said:

"Our members are very much interested in present organization efforts of employers — they have a great deal at stake — and there is so much to be learned by close contact that I dropped in for the purpose of seeing if I couldn't sense the feeling of this gathering. But it appears things have not gone as smoothly as the great majority expected. I am going from here to Colorado Springs to assist in entertaining the members of the Typothetæ and Cost Congress who accept our invitation to luncheon and inspection of the Union Printers' Home. I am hoping that all, or nearly all, will cross the Divide so that they may see that we have some of the milk of human kindness in our hearts, and do not ask for increases in wages from wholly selfish motives. Secretary Heath, of the Typothetæ, has said that the Home is an institution of which the whole craft may be proud, and as our union is only a part of the craft, you may be sure we are exceedingly proud of the Home."

Asked what he thought about the portent of the meetings which had just adjourned, Mr. Lynch said the issue was so confused and he knew so little about the subject from the employers' standpoint, that it would be improper for him to express an opinion about the immediate outcome. If, however, there was going to be a change in the relationship between the various organizations in the trade he hoped the new line-up would be on a more liberal plan than had existed heretofore. "All I can say is that if the employers put their house in order the unions will be glad to coöperate with them in helping them to make more money for themselves and consequently for the wage-earners, as there is no irremedial reason why the remuneration of skilled workers in commercial-printing offices should not be as good as that of their fellows in the newspaper end of the business. We know why it is economically impossible to put them on the same level at present, but all indications point to much more prosperous times for the book and job printers and cognate craftsmen. The short-cut to this prosperity is through coöperation on all questions on which there is an identity of interests, and the more coöperation the better.

"I do hope that our friends, the employers, will purge their minds of many notions they have been harboring regarding trade unions, and especially in relation to officials, who, on investigation, will be found to desire harmony and prosperity, and be not at all in sympathy with elements that make for discord and destruction. My experience of more than ten years with the American Newspaper Publishers' Association convinces me that unions can coöperate with employers' associations to the immense advantage of all concerned. I for one am not only willing but anxious for an opportunity to help them develop such conditions in the commercial-printing field, and am positive that the great majority of the members of the International Typographical Union are of a similar opinion and as anxious as I am to join hands for the advancement of the interests of the entire craft."

Mr. Lynch renewed acquaintances with many old friends, including some of the Typothetæ official family.

On Sunday and Monday nearly two hundred employing printers and their ladies visited the Home and partook of luncheon. Without exception, the visitors expressed themselves as surprised and pleased at what they saw at the institution.

The Social Side.

Other entertainment committees may have had more items on their bill-of-fare — and that is not likely — but none have had so expansive and soul-satisfying features as the Denver committee provided in the trips over the Georgetown loop and the Moffat road. A great majority of the delegates and visitors journeyed to Colorado Springs, where many visited Pike's Peak and about two hundred partook of luncheon and inspected the Union Printer's Home, to which all participants in the gathering were invited by President Lynch to be guests of the International Typographical Union. He and Superintendent Deacon welcomed the visitors to what is undoubtedly the most enduring craft monument on the continent. Nearly a million dollars has been expended on this benefaction. While some expressed disappointment at Pike's Peak there was none who was not pleasantly surprised at the Home. Further entertainments included a before-convention smoker, an afternoon entertainment at Elitch's Gardens and receptions at two leading stores for the ladies, the play "Revised Proof," by the Philadelphia Proof Club, a night at Denver's popular summer resort, and a "Seeing-Denver" automobile trip.

These and other social features were enjoyed to the limit, and every one was loud in praise of the efficiency of the local committees, which were composed of the following gentlemen:

Committee of Arrangements — M. H. Tuttle (chairman), W. J. Burke (secretary), F. B. Abernathy (treasurer), William J. Chamberlain, Jr., B. F. Scribner and C. B. Ferrin.

Entertainment Committee — W. J. Burke (chairman), Otto Thum and Maurice Barris.

Publicity Committee — F. B. Abernathy (chairman), W. Kraft and R. E. Merritt.

Press Committee — Harry M. Basford (chairman), Fred D. Zimmerman, W. E. Hawkins and J. R. Williams.

The Sad Side.

But one incident marred the assemblage, and that was the sudden death of E. T. Gillespie, of Gillespie Brothers, Stamford, Connecticut. Deceased complained of feeling a little queer, but blamed it on the high altitude, and went into breakfast with President Lee and a few other friends, and expired during the progress of the meal. Mr. Gillespie was an old-time member of the Typothetæ, and when he died was president of the Connecticut organization.

Machinery and Supplies.

Machinery and supply men were out in force, it being estimated that about one hundred of the attendants were in one way or another connected with adjuncts of the printing business. There were machines and devices galore. The American Typefounders had a large room, under the direction of L. F. Willoughby, manager of their Denver branch. In this room Chandler & Price platens were on display, together with an imposing-stone, furniture cabinet, etc. The Eastern Sales Company exhibited two Vandercook proof presses, while, in another corner, Thomas W. Suddard was looking after four Potter proof presses. The American Type people had a new cabinet which is being made for them by the Hamilton Manufacturing Company, and the Crump Roller Washing Machine was also displayed in this room.

Distributed through the hotel were neat placards, saying that the Thompson Type Machine Company had one of its casters on exhibition and in working order at the office of the Smith-Brooks Company, which was located a short distance from the hotel. The Universal Typemaking Machine

Company had its device on exhibition in a storeroom about half a square from headquarters. Next door to it was the Mergenthaler Linotype Company, displaying its No. 8 and No. 9 machines, and, naturally, in connection with them the Chicago Lino-Tabler Company demonstrated what its system could do in the way of cheapening the cost of producing tabular work.

The Printing Machinery Company, of Cincinnati, Ohio, had quarters in the hotel exhibiting Warnock's diagonal-block and register-hook system. J. A. Richards, of Albion, Michigan, was in an adjoining room displaying his method of making dies for cut-outs, etc., and had for his neighbor the Monarch Telephone Manufacturing Company, which made a display of time-clocks, and demonstrated that these devices were a necessary part to a first-class cost system.

The Lanston Monotype Company used the plant of the C. F. Hoeckel Blank Book Company to demonstrate its machines. Manager Hayes, of the Chicago branch, contended that the one way to inspect the machine was to see it in actual operation, doing work for a profit.

A Boston stitcher and a Boston stapler were running in the large room of the American Type Founders, as also was the liner elapsed-time calculator, a time-accounting instrument being sold by the Transportation Utilities Company, of New York.

Chicago Franklinites Hear Result.

A large attendance at the September meeting of the Chicago Ben Franklin Club attested the interest being taken in the one-organization movement. President Hartman acted as chairman, and, the meal disposed of, Secretary Wray read what was really an excellent report of the proceedings at Denver — a report that is a model in its way. It sketched the principal events of the Denver meeting in an admirable manner, and there was a note of disappointment at the failure to consummate the one national organization for which the Ben Franklin Club had struggled for several years.

Joseph A. Borden, of Spokane, the new vice-president of the United Typothetæ of America, was present, and, on the invitation of President Hartman, read a temperate, well-considered and conciliatory address on the situation. After that there was a general discussion, which lasted for two hours, during which a variety of opinions were expressed. E. A. Southworth, treasurer of the United Typothetæ of America; T. E. Donnelley, W. Grant, Toby Rubovits, J. A. Morgan, John W. Hastie, W. B. Prescott and others took the position that the trade should take advantage of the present opportunity for getting together.

E. F. Hamm said he had changed his mind concerning one organization; that what he had seen and heard in Denver made him come to the conclusion that two organizations were necessary and useful. He believed that there was a place for the Typothetæ as an open-shop organization and room for another that would deal with labor unions.

Several of those present who were also at Denver complained about the supercilious attitude of the Typothetæ toward the Cost Congress, declaring that it was placed in a distinctly inferior position to that of the Typothetæ.

George Renneker, one of Chicago's most enterprising printers, said that he had a decided repugnance to the name Typothetæ. He had heard more about it that evening than he had in the last six or seven years, and, while in favor of one organization, he, for one, was not in favor of the Ben Franklin Club losing its identity in the Typothetæ, which had done nothing for the trade in Chicago, and was, in fact, a silk-stocking organization. On the other hand, it was pointed out that more than sixty per cent of the present members of the Typothetæ are in the minimum-dues class — that is, have a pay-roll of $4,000 or less a year — and that what the Typothetæ had been was no indication of what it would be under the new order. Mr. Donnelley and others of the old guard urged that the Typothetæ had practically surrendered its constitution and tentatively adopted one that had been formulated by Mr. Hartman and approved by the Ben Franklin Club. A suggestion that a vote be taken on the proposition then and there was not looked on favorably, and the Ben Franklin people will vote on the question by mail at an early date.

During the proceedings Mr. Hartman explained his position, and regretted that greater progress had not been made at Denver. He also read a telegram from St. Louis, which was a strong appeal for an international Ben Franklin organization.

AN INTERNATIONAL FRANKLIN CLUB LAUNCHED

On the morning after the Franklin Club meeting — Friday, September 22 — R. T. Deacon, of St. Louis, arrived in Chicago. He said there was great dissatisfaction in his city at the outcome of the Denver meeting.

At luncheon Mr. Deacon met several gentlemen, including Third Vice-President Borden of the Typothetæ, and discussed the situation with them.

Letters were read from out-of-town printers protesting against the acceptance of the Denver proposition. It was stated that the Ben Franklin Clubs of St. Louis and of Cleveland had determined to take the initiative in organizing an international body. Mr. Borden urged acceptance of the new constitution, but to little avail.

In reply to Mr. Borden it was contended: (1) that many printers would not join the Typothetæ because its name is obnoxious and it is under the control of an eastern coterie; (2) that the proposed dues were too high; (3) that the non-Typothetæ conferees at Denver made a mistake when they offered so much in their written basis for conference; and (4) that by forming a strong association of Franklin Clubs the much-desired one organization will be consummated more quickly than otherwise.

A plan of campaign was outlined and preliminary steps taken toward testing the sense of the trade. It is proposed to form a low-dues association. So fervent are some supporters of the new organization, it was freely predicted that for a year, at least, money would be needed for local purposes alone, as sufficient would be subscribed by those interested to defray expenses incurred on account of the national organization. The promoters disavow any intention of waging war against other associations.

Besides Messrs. Borden and Deacon, there were present at this hastily called conference W. J. Hartman, Julius C. Kirchner, George G. Renneker, George Seton Thompson, Charles E. Wells, George E. Wray, Editor McQuilkin, of "The Inland Printer," and John J. Miller, vice-president of the Chicago Ben Franklin Club.

THE I. T. U. CONVENTION.

APART from the large attendance at so distant a point from the printing centers, there were several unique features in connection with the recent convention of the International Typographical Union at San Francisco.

One of these was the entertainment of the International officers and headquarters' staff by the San Francisco Publishers' Association at Santa Cruz, California, for two whole days before the convention opened. The party was taken in autos from the hotel on Thursday morning and returned on Friday evening. Part of the entertainment was a visit to the Big Tree grove in the Santa Cruz mountains, referred to in the brief report which time and space restricted us to last month. The publishers had made arrangements with the owners to dedicate one of the giant redwood trees to President Lynch, in keeping with a custom in that forest, where trees are named for famous warriors, statesmen and others. The tree, which will bear the big president's name on a metal plate, suitably inscribed, is three hundred feet high and stands near the famous "cathedral spires."

WELCOMED BY PRESIDENTS OF EMPLOYERS' ASSOCIATIONS.

Another unusual feature was the speeches of welcome by Labor Mayor McCarthy; Mr. Hornick, president of the San Francisco Publishers' Asociation; Charles A. Murdock, of the Employing Printers' Association; while Mayor Clayton, of St. Joseph, Missouri, sent as a "sub." Senator Duncan, of Missouri. Mr. Hornick referred to the typographical union as being "big, brainy and conservative," and declared that San Francisco was indebted to no organization more than the local branch for the part it played in the rehabilitation of the city after the great fire. Mr. Murdock also paid high tribute to the organization and said that unscrupulous competitors gave him a great deal more trouble than did printing-trade unions.

The humdrum of legislative work was seriously interfered with by the lavish entertainment provided. One day was spent in visiting Mount Tamalpais, where more than eleven hundred people were given a $2.90 trip and provided with a meal. Another half-day was spent in visiting the near-by cities of Oakland, Alameda and Berkeley, where President Ide Wheeler, of the University of California, and the mayors of the three towns welcomed the visitors in the magnificent Greek Theater — a gift of William Randolph Hearst to his alma mater.

SPEECHES AND PRESENTATIONS.

Before accepting this invitation the delegates heard addresses from President Berry, of the Pressmen's Union; President Glockling, of the Bookbinders' Union; Mrs. Louise La Rue and Miss Maud Young, asking them to support the campaign for female suffrage, and Commissioner Kellogg, of the American Newspaper Publishers' Association. Mr. Kellogg spoke especially of the pending amendment to the agreement between his association and the union, and made a strong plea for an amendment that would provide for "free and unrestricted arbitration." After this there was another unique note, in which President Lynch and Messrs. Hays, Bramwood and Miller, who constituted the International Typographical Union eight-hour committee several years ago, were each presented with a handsomely printed and bound volume containing a minute of appreciation of the services rendered during that campaign. The gentlemen were lauded for their honesty and resourcefulness, special mention being made of the fact that they had collected and disbursed more than $4,000,000, concerning which there had never been a whisper intimating that any of the money had been dishonestly used. After accepting the handsome tokens in behalf of himself and his colleagues, Mr. Lynch took a hand in the presentation business by handing Vice-President Miller a gold, diamond-studded coat of arms emblematic of typography. It came from the German printers of New York as an appreciation of Mr. Miller's twenty-five years' service as secretary of the German branch of the International Typographical Union.

It was not until Thursday morning that the delegates began their legislative tourney, but once the mill began to grind, unlike that of the gods, it paid no attention to the speed limit. All through the proceedings there were constant expressions of hostility toward President Lynch and his policies, but when the votes were counted the administration was found to be victorious in every instance.

A PROSPEROUS LOOKING TREASURY.

The appropriate committee reported it found the year's receipts to be $561,177, the expenditures $422,112, with a balance in the treasury on May 21 last of $498,112, while $355,503 was in treasuries of local unions. The average paid-up membership was 52,000 (with a total of 57,000 enrolled), and of these only 189 were involved in strikes or lockouts during the year.

COURSE TO BE AMENDED.

On technical education the union approved a report which said that while there was some truth in the belief that there was little money in being a good workman, yet it believed that when the expert class grew more numerous work would be found for the men and a way discovered for securing increased compensation. The Commission on Supplemental Education was instructed to devise lessons "covering grammar, spelling and punctuation," and allow students to choose between them and other lessons. The commission was given power to exercise its good judgment in allowing buyers of printing to enroll as students of the I. T. U. Course, enrollment in which is now restricted to compositors. In this connection, The Inland Printer Company was thanked for its "splendid craft spirit in coöperating with us in advancing trade education."

POSTAL RATES AND ARBITRATION.

The convention went on record as opposing any increase in second-class postal rates, and approved the action of President Lynch and the executive council in coöperating with publishers and employing printers in opposing shipment of periodicals by freight and other efforts of the Postal Department to hamper the issuance of second-class matter.

In expressing approval of the results of the old agreement with the publishers and the hope that the new arrangement would be productive of a still greater degree of amity between employers and employees, he said: "The strike and boycott never promoted organization and but rarely were a benefit to either of the parties involved." On this committee's recommendation the convention endorsed the proposed arbitration agreement, and the committee assured the delegates that "it is far in advance of any method ever attempted by any other labor organization." Several attempts were made to amend this document, but President Lynch took the floor in advocacy of the widest possible application of the principles of conciliation and mediation, and made a magnificent defense of a policy that had eliminated strikes. It is understood that the American

Newspaper Publishers' Association will approve the agreement.

GRADUATED DEATH BENEFITS.

The perennial mortuary benefit was discussed and the membership will be asked to increase the dues by levying an assessment of one-half of one per cent of the earnings of members for a graduated burial benefit, which will be scaled as follows:

For membership of one year or less, $75.
For a continuous membership of two years, $125.
For a continuous membership of three years, $175.
For a continuous membership of four years, $275.
For a continuous membership of five years, $400.

ANOTHER EFFORT TO RAISE SALARIES.

The salaries of the principal officers of the International Union — president and secretary-treasurer — are now $2,400 a year. Repeated efforts have been made to increase this amount, but without success. The San Francisco convention made another essay in that direction, asking the membership to approve a proposition to make the salaries $3,500 a year, and every delegate pledged himself to act as a committee of one to promote the proposition among the members.

Cleveland was selected for the next meeting, and San Francisco gave notice that it wanted the convention again in 1915.

After distributing seventeen gold watches and innumerable charms, etc., to the members of the entertainment committee, and thanking the speakers, the delegates dispersed with the slogan " Sixty thousand members in 1912! "

CONVENTION OF INTERNATIONAL PHOTOENGRAVERS' UNION.

We regret very much that space limitations prevent our giving an extended report of the proceedings of this active and interesting organization.

It held its twelfth annual convention at Detroit the week of September 5 to 9, and President Matthew Woll reported that since its birth in 1902 the local unions had increased from 29 to 61, and the membership had risen from 2,090 in 1904 to 3,865, not including about 100 who were behind in their dues. He reported continued amicable relations with employers who had previously been friendly and that a number of those who formerly took a hostile attitude toward the organization had revised their opinions and now maintained cordial relations with the union.

Notwithstanding this, the youthful organization seems to have had a fighting time, for out of the total receipts of $62,691, more than $20,000 was expended in strike benefits, but $17,000 of that was spent during the first few months of the fiscal year —August, September, and October, 1910. This large expenditure was probably due to expensive strikes in Boston and other New England cities.

Mr. Woll pays some attention to cost systems, as it appears members have felt that the cost agitation might have some effect upon their condition. He discusses the proposition dispassionately, saying that, as producers of photoengraving, the journeymen are deeply interested, at least indirectly, in the question of the selling price of their product, and opined that if the present agitation " will teach our employers that any demand for an increase of earnings or better working conditions is not necessarily an attack upon profits, but they can protect themselves by placing the burden on the ultimate consumer, where it rightfully belongs, then the cost system merits our approval." He gives some figures on cost production from an actual operation of " Denhamethods " and says, admitting the fears of some of his fellows for argument's sake, that " it is well worth giving the question of cost-of-production system a fair trial and proper consideration," for by an intelligent conception of it the journeyman will be better able to cope with whatever may arise.

Considerable attention is given to postal regulations concerning second-class matter, and delegates at the convention were furnished a copy of Mr. Woll's brief and argument before the commission which is now investigating that subject. In passing it may be mentioned that a large publishing house was so impressed with Mr. Woll's argument that it printed several thousand copies for free distribution.

The president expressed surprise that technical-education propositions are approved by comparatively small majorities, and argued that the work be continued with spirit, for through the education department " we hope to inculcate a desire for thought and reflection, and interest the employers in offering our members opportunities for greater development." In this connection the International Printing Pressmen's Union offered to provide the photoengravers with sufficient space in its school building without cost, but the convention thought it better to proceed on the original plans, and develop a system of instruction, suitable for photoengravers.

Though the number of beneficiaries of the tuberculosis department has increased from six in 1909 to twenty-seven in 1911, there has been a decrease in deaths from tuberculosis, and it is thought the union's activity has had something to do with this.

The receipts of this organization in 1903 were $3,982.52; in 1911 they were the handsome sum of $62,691.25, and there was in the bank at the end of the fiscal year $25,757.

The convention was composed of forty-three delegates, who were in session five days, and, among many other things, selected Denver as the meeting place in 1912, and reëlected old officers unanimously, which is an unusual performance for a graphic-arts union. Those thus vindicated are as follows:

President — Matthew Woll, of Chicago, Illinois.

First Vice-President — John W. Hogan, of San Francisco, California.

Second Vice-President — E. J. Shumaker, of Pittsburg, Pennsylvania.

Third Vice-President — Peter J. Brady, New York city.

Secretary-Treasurer — Louis A. Schwarz, of Philadelphia, Pennsylvania.

THE THINGS WHICH UNITE US.

Some of us do believe that, when all is said and done, the things which unite us are greater than the things which divide. To me that is the fundamental truth; that is the greatest thing in printerdom. I can not doubt that in dark days, which seem to be imminent before the craft, days of a kind to test the stoutness of men's hearts, we shall see the emergence of a larger order of mind, we shall see some men at least, loyal and not simply to a section of the craft but to the whole body of working printerdom; sincerely solicitous for its general and particular well-being. The pettiness, the blindness, the mutual indifference of the last two years will not forever stand for the best that our great craft can offer. Toward such better things each one can do his part. " In this world," said Lord Bacon, " only God and the angels may be spectators." We must all share in the sowing; and hope to share in the reaping.— *Frank Colebrook, in British and Colonial Printer and Stationer.*

Newspaper Work

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 32.

When the copy for this department was prepared THE INLAND PRINTER'S Ad.-setting Contest No. 32 was drawing to a close, and the indications were that there would be close to one hundred specimens submitted. The closing date was September 15 and immediately thereafter the specimens were to be made up into sets and sent to the contestants. If any compositor who submitted an ad. in the contest has failed to receive his set of specimens when he reads this he should write at once. As soon as the decisions of the judges and the contestants are received, the photographs and biographical sketches of the successful compositors will be secured and the result published in the earliest possible issue.

Using Inland Printer Ad. Criticisms.

Occasionally some wide-awake publisher makes use of the comments in this department of THE INLAND PRINTER to help get the attention of prospective advertisers. In the August issue reference was made to several ads. in the Modesto (Cal.) *Herald*, one of which was reproduced. It



was a full-page ad., much reduced but showing the relative sizes of display, and the *Herald* sent for the reproduction and used it in an ad. in its own columns to demonstrate that *Herald* ads. are set right. The ad. is reproduced herewith. The use of the display lines at the bottom was a good idea, as a prospective advertiser might be induced to call up the paper on the telephone at once, while if he had to go to the trouble of writing a letter, or even looking up the telephone number, you take great chances of his doing neither, and you would never know he was a live prospect. A square border, with the matter at the bottom run clear across, would have been better, as the reproduction would have stood out more prominently.

Arguments for Advertising.

It is a good plan always to have something in your paper which will keep prominently before advertisers and nonadvertisers the importance of letting the public know



Little Boy Blue, come blow your horn;
It you don't it won't be blown.
The people won't flock
To buy your stock
If you never make it known.

So, Little Boy Blue, come blow your horn;
It's the proper business caper,
And the very best way
To make it pay
Is to blow it through this paper.

Valley Springs (S. D.) *Vidette.*

what they have to sell. The great majority of prospective advertisers in a small city or town are subscribers to the local papers, and the opportunity to impress upon them the importance and value of advertising should not be lost. The Valley Springs (S. D.) *Vidette* is making use of a series of illustrated ads. for this purpose, one of which is reproduced. While the use of poetry is not always advisable, an occasional lapse into rhyme does no harm, particularly when it emphasizes the argument, as this one did:

The people won't flock
To buy your stock
If you never make it known.

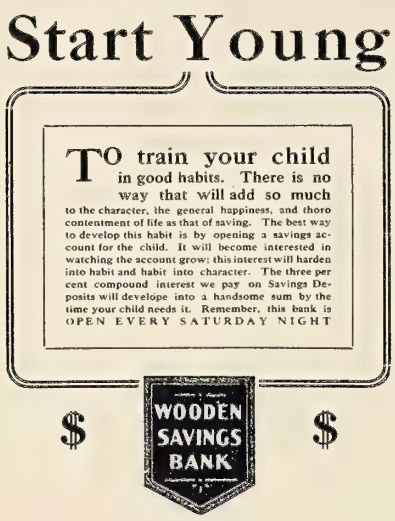
Keep these thoughts before your advertisers and then follow them up with systematic personal solicitation. Call their attention to the particular argument which you made in your last issue — it will help to emphasize your appeal.

"Maternal" or "Material"—Which Did He Mean?

In the editorial "reason" for the publication of a "Progress Edition" of an eastern paper recently, the editor laid great stress on the big special number being issued to draw particular attention to the "great maternal growth" of the town. Should it have been "material"? Was it an error of the "intelligent compositor," or did the editor really mean to write it that way?



No. 1.



No. 2.



No. 3

Novel Banquet Given to Newsboys.

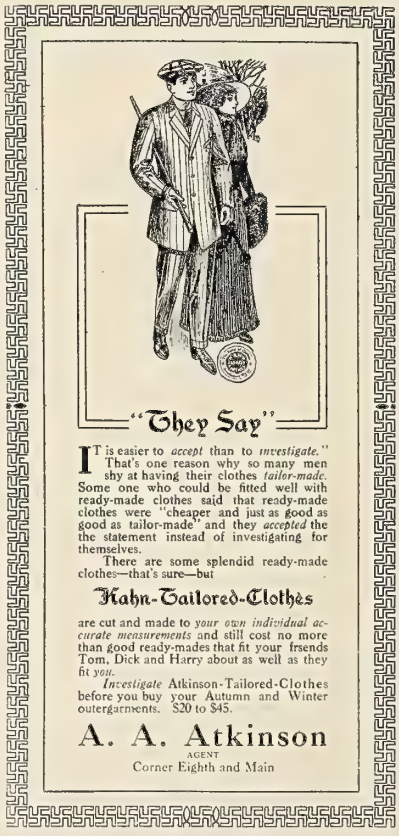
Something unusual in a newsboys' dinner was given by the Grand Rapids (Mich.) *News* on a recent Saturday evening to its city boys. The novel feature of the affair was that the force of waiters consisted of the publisher, managing editor, business manager, assistant circulation manager, advertising manager, city editor, state and telegraph editors. The *News* has several hundred route boys and the next dinner will be given to them.

New Home for the Franklin (Pa.) Evening News.

On the evening of August 15 the Franklin (Pa.) *Evening News* held a reception in its new building, occupied for the first time a few days previous. It was expected that about five hundred people would accept the general invitation to inspect the building, but fully three times this number were present. The building is a very handsome structure of stone and brick, occupying a prominent corner in Franklin, is elegantly furnished and well adapted in every particular to the present and future needs of the *News* and the *Venango Citizen-Press*, which is the weekly edition. On the day before the reception the *News* published a "New Home Section" of four pages, printed on heavy india tint supercalendered stock, showing nicely printed half-tones of the exterior and interior of the building, which is occupied exclusively by these papers.

Good Ad. Display.

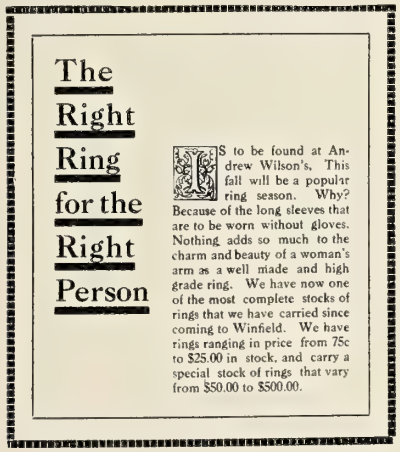
More than a hundred ads. were received this month for criticism, and, of course, it is possible to reproduce only a very few of them. I wish space would permit showing them all, as there are so many really good examples of various styles of display that would prove a profitable study for the readers of this department. There were two exceptionally good ads. of unusual arrangement submitted by J. M. Beck, editor of the Centerville (Iowa) *Iowegian*, and set by Irvin Baldwin. No. 1 shows a double-panel arrangement with the illustration worked in nicely at the top of the inner panel. The display in this is all of one series, and the balance and contrast is excellent. Possibly it would have been better if the two lines, "The Place to Get a Square Deal," had been set one size smaller. The other of



No. 4.
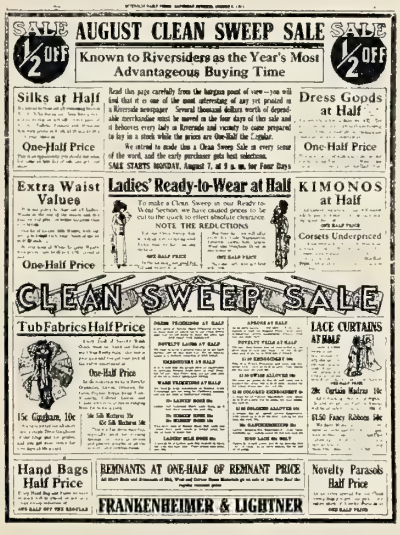
Mr. Baldwin's ads. (No. 2) is a rather unusual bank ad. The balance is not good; if the outer panel had been brought further down and the dollar signs put inside, it

would have been better. Three full-page ads. were submitted by E. Sampson, president of the Lawrence-Sampson Advertising Company, of Denver. These ads. are not so remarkable for their display as for their combination of illustrations and text. One is shown (No. 3). The two-tone illustration, produced with a combination of line drawing, half-tone and Ben Day tint, is very effective. The Winfield (Kan.) *Free Press* sends a large package of ads., most of which show excellent taste. The compositor who



No. 5.

set these is to be commended for his careful selection of appropriate borders. Nos. 4 and 5 are good examples from this package. The border used on the Atkinson ad. fits in nicely with the illustration and with the character of the ad. The display is also well chosen. Another large package comes from Frank D. Starr, of the Riverside (Cal.) *Press*. Mr. Starr has submitted samples of his work on



No. 6.

several occasions, and it is always a pleasure to look them over, as they show what can be accomplished in the rush of daily newspaper work. He gives the time required to set many of his ads. No. 6, which in the original was a full page (seven columns), was set in two and a quarter hours from the laying of the border to the pulling of the first proof, the eight and twelve point roman having been set in advance on the machine. A number of the other full pages and double pages show equally rapid work, and indicate that Mr. Starr must spend very little time in studying his layouts, but must be able to "cast up" his copy instantly and tell at a glance just how the finished ad. will look. He says, "Any success I have attained has been entirely due to THE INLAND PRINTER and the I. T. U. Course instructors." Another compositor, who has sent some good ads. before, is Alfred Steinman, of the Modesto (Cal.) *Herald*. He also says, "I attribute my success to the fact that I am a constant reader of THE INLAND PRINTER." Among the ads. he submitted this month is a full page for Schafer (No. 7). Mr. Steinman states that the advertiser had three separate sales to announce and wanted each sale featured. The reproduction shows how nicely this was accomplished.

Publisher Offers Prize in Spelling-match.

John Redmond, publisher of the Burlington (Kan.) *Republican*, has hit upon an interesting plan that is sure to keep his paper in the minds of every one in the entire county for the full school year. He has offered a prize of $25 for the best speller in the county, and this is augmented by a further prize of $15 offered by the Coffey



County Teachers' Association. Spelling-matches will be held in each school during the year, and the best four spellers from each will meet in a big match at the close of the term. There are twenty-five townships in the county, so that there will be an even hundred competitors in the final match.

Special Numbers.

One of the most notable special issues this month is that of the *Geauga County Record*, Chardon, Ohio — its "Twenty-fifth Anniversary Number." Whenever a paper reaches its twenty-fifth year it is entitled to make a "big noise," and the *Record* was justified in publishing this twenty-four page number, filled with interesting historical matter and fully illustrated. The advertising pages were not neglected either, there being many full-page and half-page ads., not to mention a hundred or more smaller ones, from local establishments which would not have advertised under any other circumstances. The *Record* is really not twenty-five years old until December, but it made a wise move in celebrating the event several months in advance rather than have it interfere with its regular holiday business. Another big special issue was the "Achievement and Progress Number" of the Haverhill (Mass.) *Sunday Record*. This is one of the best titles for appealing to local pride and for securing suitable editorial matter. Such a

number is always read with interest and advertisers will realize this and will patronize it liberally. It also affords an excellent opportunity for business "write-ups." The *Record's* special number consisted of thirty-two pages, the largest paper ever printed in Haverhill. It was a very prosperous appearing number, and was well arranged and printed. The Devils Lake (N. D.) *Journal* published a "Fall Trade Edition" early in September that had a most prosperous appearance. It consisted of twenty-two pages, with an unusual amount of local advertising. The ads. were nicely displayed and the issue was a decided credit to the publisher, J. H. Bloom.

Post-card Showers for Correspondents.

Publishers often go to considerable trouble and expense to keep their force of correspondents interested, and a novel way has been hit upon by the *Miami Union*, of Troy, Ohio. In a special department, headed "Correspondents' Corner," are published items of a more or less personal nature from the contributors. In recent issues there are many items like the following: "My birthday will be the sixth of July, and would be glad to get cards from all who wish to send, both correspondents and *Miami Union* readers. My address is Miss Lucy Hance, R. D. 1, Ludlow Falls, Ohio." Another correspondent acknowledges the receipt of 135 cards, indicating that not only the correspondents but the readers take an interest in the department. The *Union* has so many correspondents that birthdays are frequent occurrences, and almost every issue contains one or more items of this kind. Sometimes a post-card "shower" is suggested for some "shut in," and the acknowledgments of these show great appreciation.

Dry, Wet, and Then Wet and Dry Together.

Following the recent election in Maine, to decide whether the prohibition clause should remain in the constitution, the daily papers reported each day for several days that the information which they had given the day before was wrong. One day they reported that the "wets" had won, the next that the "drys" were ahead, the next that a later count showed the "wets" again in the lead, and so on. A leading weekly paper in one of Missouri's most enterprising small cities had it summed up as follows:

> MAINE TO BECOME "WET" IS LAST OFFICIAL WORD.
>
> The election on the prohibition question in Maine Monday was so close that for a time both sides claimed victory, but it was officially announced yesterday that the "drys" had won by a very small margin.

It is supposed that the editor took this means of making sure he had it right. But this explanation may not be correct, for it is possible that one of the daily lightning-change dispatches reached him after he had written the story and before he prepared the heading.

Pope Honors Editor.

The veteran Pueblo editor, Capt. J. J. Lambert, for thirty-five years publisher of the Pueblo *Chieftain*, has had conferred upon him the cross of the Order of Saint Gregory by Pope Pius X. Captain Lambert was knighted at a unique service held in Pueblo by the bishop of the diocese, Rt. Rev. N. C. Matz, D. D., of Denver, who was delegated by the Pope to confer the honor. This is the first time in the history of the Catholic Church in Colorado that one of its members has been thus honored. The service was held at the Sacred Heart Orphanage, a gift of Captain Lambert.

The honored editor has had a remarkable career. Born in Ireland in 1837, he came to this country when only fourteen years old. Shortly after, his father died, leaving Mrs. Lambert almost penniless, with a family of five children. John was the oldest and supported his mother at this early age. He learned the printer's trade, after which he served in the Civil War and fought Indians in Colorado. In 1870 he bought the Pueblo *Chieftain*, which he conducted until 1903.

How to Afford the Home Paper.

Eric Morrell, editor of the Oakland (Neb.) *Independent*, gives some good advice to those who say they can not afford to take the home paper. He says: "Too poor to take a home paper? Well, that is a distressful condition. Buy a hen, feed her crumbs and waste from the kitchen and she will lay eggs to pay for a year's subscription; then work her up into pot-pie and she will pay first cost; so the paper will be clear profit. Repeat this process year after year; meanwhile learn wisdom and cease to be poor."

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Red Wing (Minn.) *Republican.*—Aside from an occasional unevenness in color in the presswork, there is nothing about the *Republican* to criticize. It is a daily paper, full of news, with a good showing of well-displayed ads.

Wilkinsburg (Pa.) *Booster.*—The reading columns of your paper demonstrate conclusively that the *Booster* is well named. The ad. of the Interurban Company, upon which you particularly wish an opinion, is well-balanced and correctly displayed.

Oakland (Neb.) *Independent.*—Possibly you are mixing advertising and reading matter a little more than is absolutely necessary, but in any event this should be avoided whenever you can do so without violating contracts; but, best of all, avoid making the contracts. The running of paid items in the local news columns is an old custom which many publishers have dropped. Your ad. display is being handled nicely.

Miami Union, Troy, Ohio.—Your paper shows another good arrangement of a six-column first page, and it is reproduced; the three double-column heads and the two single-column heads are so placed as to make the page


MIAMI UNION.

TARIFF REVISION MAY BE DEMANDED

MARVELOUS GROWTH OF BEERY SCHOOL

COUNTY CHECK ROGUE BANKS

CROSSING WATCHMAN KILLED

RAID MADE INTO EAST TENNESSEE

exceptionally well balanced. The *Union* deserves credit for its large amount of news, particularly the many letters from correspondents which appear regularly. Ad. display, make-up and presswork are all good.

Reeves County Record, Pecos, Texas.—The second part of your display heads would look much better if set in lower-case; more than two lines of caps., particularly if a condensed letter is used, are not advisable. Four-point rule is plenty heavy enough for the border of ads. of two columns or less in width. Your paper deserves praise for its news features and the attractive way in which they are presented; in fact, the editorial work, make-up, ad. display and presswork are all commendable. Probably you

have no jurisdiction over the wording or the illustrations used in the ads. of local merchants, but the bold heading in the half-page ad. of the W. T. Read Mercantile Company, "Need a Hat? See Our New Styles Just in To-day," did not fit in well with the six shoe cuts, which were the only illustrations.

Kennewick (Wash.) *Courier.*— One would find it difficult to discover defects in the *Courier,* as all mechanical and news features are apparently given most careful attention. The arrangement of the first page of the issue of August 11, which is shown herewith, is the best of the three you sent; the running of the panels at the tops of the second and fifth columns avoids


THE KENNEWICK COURIER

LARGEST LOCAL CIRCULATION

WOODEN WALKS ARE CONDEMNED

EXCURSION EXCEEDED EXPECTATIONS

Boosters Four Hundred Strong Visit Neighboring Rover Towns — Glad Hand and "Hurrayns" for All

MILWAUKEE TO BUILD THIS FALL

SEPT. 5 DATE SET FOR SEWER BOND ELECTION

KENNEWICK POTATOES TO YELLOWSTONE PARK

VICE-PRESIDENT GOULD OF A.T. & S.F. R.R. PAYS VISIT

FIRST CARLOAD OF ONIONS IS SHIPPED

LOCAL GLEANINGS

In Memoriam

BORN

PASCO — KENNEWICK

BORN

SUNDAY AUGUST 6

having all headings in a row, even where there is a slight difference in the size of type. Readers will notice that the panel in the lower corner is not an advertisement, but a sincere expression of grief over the loss of a ball game by the home club.

Malheur Enterprise, Vale, Oregon.— That double-page ad. of the Malheur Clothing Company was a dandy, well balanced and nicely displayed throughout. You are to be congratulated on making such a fine showing of news, but the display-head work on the first page is slightly overdone.

Wenatchee (Wash.) *World.*— So many of your ads. are in heavy black borders that your paper has the appearance of being in mourning; it would be better to use two, three or four point rules on all ads. of two columns or less. You are getting out a very newsy paper, and it has every appearance of prosperity.

Modesto (Cal.) *Herald.*—What your paper needs most is better presswork; many of the border rules, and in some cases the column rules, do not show up. A little more impression and possibly a little better quality of ink is needed. News features and ad. display are both good, but they lose their effectiveness through indifferent presswork.

Sunday Times, Perth, Western Australia.— Since the *Times* was criticized last April upon the character of its half-tones and its presswork, there has been a marked improvement. In writing for further criticism, the manager says: "Since receiving THE INLAND PRINTER we have attempted to improve on our blocks [half-tones] and are again sending you three copies of the paper for further comment. We shall be pleased to receive any suggestions you may make for the further improvement of our paper, as our aim has always been to try and excel." That is the right spirit; adopt the suggestions and come back for more. The presswork and engravings are so much better than previous issues that I am almost inclined to think that the first ones were "spoiled copies." There is still a slur on some of the pages. If the forms are stereotyped this may be due to poor matrices.

PRINTERS' BASEBALL TOURNAMENT.

The fourth annual tournament of the Union Printers' National Baseball League was held in St. Louis the week of August 27 to September 2. Following was the program:

Sunday, August 27.— Receiving of visitors by members of Typo-Athletic Association and Typographical Union No. 8. Open house at Printing Trades Club.

Monday, August 28.— 9 A.M., parade of league and rooters; 10 A.M., visit to Anheuser-Busch brewery. After luncheon and refreshments at brewery, special cars carried the party to the National League Baseball Park; 3 P.M., ball game, Cincinnati vs. Pittsburg; 8 to 11 P.M., reception in Southern hotel ballroom.

Tuesday, August 29.— 10 A.M. to 12 noon, automobile, sightseeing trip; 1 P.M., ball game, Indianapolis vs. New York; 3 P.M., ball game, Boston vs. St. Louis; 8 P.M., outing at Forest Park Highlands.

Wednesday, August 30.— 10 A.M. to 12 noon, automobile sightseeing trip; 1 P.M., ball game, Philadelphia vs. Chicago; 3 P.M., Washington vs. Denver; 8 P.M., moonlight excursion on the Mississippi.

Thursday, August 31.— 10 A.M. to 12 noon, automobile sightseeing trip; 1 P.M., ball game, St. Louis vs. Chicago; 3 P.M., ball game, Denver vs. Cincinnati; 8 P.M. to 1 A.M., reception by National Commission at Union Club hall; lunch and refreshments.

Friday, September 1.— 10 A.M. to 12 noon, automobile sightseeing trip; 3 P.M., ball game, Chicago vs. New York; 8 P.M., stag by Printing Trades Club at Business Men's Gymnasium; lunch and refreshments.

Saturday, September 2.— 1 P.M., field-day events, as follows: Fifty-yard dash, long-distance throw of baseball, thirty-yard dash for fat men, one-hundred-yard dash, circling the bases, ladies' egg race, ladies' potato race; 3 P.M., ball game, Chicago vs. Cincinnati; 8 P.M., reception given by Typo-Athletic Association at Union Club hall; presentation of trophy and field-day prizes.

The competition on the ball field was keen and all the games were interesting. The best exhibition was put up by Chicago and Philadelphia. This game required an extra inning to decide the winner, Chicago winning in the tenth by a score of 2 to 1. The games in this tournament are elimination contests, a club losing a game dropping out. On Monday Cincinnati defeated Pittsburg, on Tuesday New York put Indianapolis out of the running, and St. Louis made Boston take the count; on Wednesday Philadelphia was vanquished by Chicago, and Denver put Washington on the side lines. On Thursday St. Louis for the fourth consecutive year succumbed to the Windy City aggregation, and Cincinnati put a quietus to Denver's championship aspirations; on Friday New York's hopes went glimmering on a succession of bunched hits by Chicago, and this left Cincinnati and Chicago to battle for the trophy on Saturday. This game after the fifth inning was rather one-sided, and Chicago won the game and trophy by the score of 22 to 8.

The proverbial hospitality of the members of No. 8 was put to the test, and they simply outdid themselves. Every number on the program was an enjoyable one. President Lynch arrived Monday night, and on Tuesday took in the automobile trip and the ball games.

The local ladies' committee entertained the women visitors on a grand scale, much praise being heard on all sides for the successful manner in which the St. Louis women conducted their part of the program.

Boston was voted the 1912 tournament.

The following are the officers and commissioners for the ensuing year:

President — H. B. Wood, New York.

Vice-President — Joseph I. Fairclough, Boston.

Secretary-Treasurer — John M. McGowan, Chicago.

Commissioners — Denver, R. M. Fischer; St. Louis, Ed. Springmeyer; Indianapolis, Charles O. Fisher; Cincinnati, John Dugan; Chicago, Joseph P. Oschger; Pittsburg, L. Thomas; Washington, Frank L. Lerch; Philadelphia, L. Wilmer Evans; New York, L. Sweeney; Boston, James Fairclough.

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Prussian Blue.

(958.) One of the most highly valued pigments known to inkmakers is prussian blue. It was discovered in 1706 by a Berlin colormaker named Diesbach.

Printing Through a Frisket.

(963.) "Can you tell me of any process of printing by which a part of a cut or design may be produced on an ordinary platen press? I want a plan where part of a plate or cut can be printed without doing harm to it."

Answer.— Work of this kind may be done by using a frisket attached to the clamps of a platen press. First procure an impression on stout paper — kraft or manila will answer the purpose — for the frisket. An impression on four-ply cardboard should now be taken. Cut out all that should not appear on the card and chamfer the edge slightly. Paste the card so prepared beneath the tympan. When the form is made ready and the guides are set, the frisket is glued to the clamps, which should be firmly secured in their proper places. Pull an impression and place a sheet of pressboard or other thick cardboard over the tympan and press the clamps flat on this. Then with a sharp knife cut out the desired part of the form, and the frisket is made.

Oiled Muslin for Tympan Cloth.

(961.) "We have been using ordinary cotton on our presses for tympan sheets and we understand that there is a special kind of tympan sheet which is made especially for this work, it being treated in some way with wax or some sort of compound to make it lasting. We are unable to locate the makers of this and we do not find it advertised in your magazine. Do you happen to know where we can buy this?"

Answer.— The New England Fiber Blanket Company, Worcester, Massachusetts, carries an oiled muslin tympan cloth that is said to answer the purpose to which you refer. It is a practice of many newspaper web pressmen to have the muslin changed daily where it covers the felt that receives the offset from the first side. The muslin is a special grade suited for the purpose. This applies to papers running big editions, for in such cases quite a quantity of ink is absorbed by the fabric. It is said that this ink-saturated muslin is in demand by makers of buffer-wheels for metal polishing. The carbon retained by the fibers is the active agent in this work.

Press Needs Overhauling.

(959.) A Western pressman writes: "I am writing you in regard to a six-column newspaper press that I am having considerable trouble with. We print nothing but a newspaper on the press, making 42,000 impressions a week, running at a speed of 1,740 an hour. I am having trouble with the register rack, the teeth always breaking on the rack bolted to the bed. Just as the cylinder takes the form, and as the segment rack, bolted on to the cylinder, takes the bed rack, there is a very hard knock and jar. This rack attached to the cylinder sometimes strikes on the teeth of the bed rack, causing them to break out. I have had several machinists to work on this press, but they can not overcome this knock and jar. It is the only press that I have had any trouble with that I could not adjust. I am calling upon you for any suggestions that you may offer."

Answer.— The press evidently needs the attention of a printing-press machinist. A local machinist may be able to make or repair a broken part of a press, but lacks the necessary experience to put the machine in running order. The knocking or vibration to which you refer is doubtless due to the need of proper setting of the register rack. Possibly it may be due to great wear on the star-wheel and bed-driving rack. If this be the case, you should remove the register rack and run the press without it. Test the play by placing the bed on its back stroke about midway under the cylinder; take hold of the bed and move it back and forth; there should be but little play. However, this test is not conclusive; an examination of the star-wheel and driving rack will show the state they are in. If you remove the short registering rack you may tighten the screws in the bed gibs that will be found on both sides and both ends of the bed alongside of the bed tracks. As newspaper work only is done, no very exact register is required, so the removal of the rack will work no harm. The service of a competent press machinist should be secured so that the press may be put in running order. Note the advertising columns of this magazine for press machinists.

Guides Causing Imperfect Register.

(960.) A pressman writes: "I have in many instances found help in reading THE INLAND PRINTER, but I have one problem that I can not readily solve. I have a pony press that will not register on account of the guides knocking the sheets away from them as they rise. Could you please help me through your pressroom columns to remedy this fault?"

Answer.— If the guide plate forms an obtuse angle with the rod it is attached to, it may push the sheet away, because the projections that are below the guide rest are made to describe an arc that moves inside the line occupied by the edge of the sheet. If this be the case, these plates should be bent away from the sheet. This operation should form an acute angle for the plate with the rod to which it is attached. The arc described by its projections will not then pass the line occupied by the edge of the sheet. This condition, however, is rare. A probable condition lies in the serrated edge of the guide where the sheet has contact. This edge is abraded by the sheets, and, being grooved, slightly lifts the sheet as it rises. Rub the guide at this

point with an oil stone to make it smooth. Another trouble which our correspondent may have overlooked is the possibility of the grippers driving back the sheet. Turn the machine slowly until the grippers close on the sheet and observe how high the guides have risen when the grippers touch the sheet. The guides should barely have a clearance when the grippers have closed on the sheet. At this time note if the sheet has changed its position and in what manner. Repeat the operation a number of times. Take note also of the guide rests; when the guides come to position on the rests they should not depress them, and when the guides rise the rests should remain normal. If the guides rise too soon, leaving the sheet unsupported, the adjustment should be changed in the cam so as to give the clearance required. This condition must be determined with certainty before an alteration of the adjustment is made.

Wrinkling of a Sheet.

(962.) Submits a paint label 9 by 16 inches, printed on medium weight S. & S. C. stock, two up. The form printed is the red part of a two-color job. There are but eighteen points for gripper hold, and, as the border is over two picas and has some solids and white in the middle, it is scarcely sufficient. The wrinkling appears on the back edge and is the result of a working out, or a buckling of the stock on the gripper edge. Our correspondent says: "After watching the pressman trying to get the wrinkle out of this sheet and not succeeding, I thought I would send it to you and ask your opinion as to what might be the cause. It was printed on a pony press."

Answer.—As the methods employed by the pressman are not mentioned, we are unable to tell what he left undone. Therefore, we describe several causes for wrinkling on rule or border enclosed forms: (1) The stock may be wavy on the edges. (2) The guide rest may be too high above the tympan, whereby a curve is produced between the grippers; this causes a wrinkle, which in working out to the back end of the sheet, and having no white space to work through, is printed on, making a break in the border where it finally folds and is printed on. (3) The stock may not have close enough contact with the tympan; the bagginess thus produced causes wrinkles to appear on the back edge of sheet. (4) The plate may have a yielding block which will produce such wrinkles. (5) A baggy top-sheet, or heavy patches in make-ready. (6) The crowding of the sheet to the lower guides. We suggest that the press be turned slowly, so that the grippers will take a sheet from the guides. Observe if the sheet buckles. If it does, the cause will be evident from such examination and may be corrected. If the stock appears wavy on one edge it should be turned about. If buckling occurs when the machine runs fast and does not when run slowly, it may be the result of the violent snapping of the grippers on the sheet, causing the air as it is expelled to wrinkle the sheet. Run it slower. We believe a close study of the trouble should reveal the cause. It can only be conjectured by us.

Printing on Felt.

(964.) "Will you kindly inform me as to the kind of ink that is used to print on felt? The kind to which I refer is used to print pennants and has a very rough appearance when finished."

Answer.— Felt pennants, now so extensively used in advertising, are produced by at least three distinct methods. The most artistic and highest priced are produced under a patented process by the Reproduction Company of New York. This kind of a pennant has a rather rough finish; it shows a coarse-screen effect, as from a half-tone. By another method wherein a stencil is used, many pleasing designs are executed in pennants. These have a relief effect quite like that produced by stencil-cut letters when sewn or pasted on the pennants. The stencil is placed on the pennant and a pigmented compound is painted over the open spaces with a brush; the stencil is removed and the pennant is hung up to dry; this takes about twelve hours. In some instances flock is strewn over the freshly coated surface and allowed to set for a time, when the pennant is subjected to pressure to firmly affix the flock to the pigment or adhesive, as the case may be. This method is somewhat slow, but the finished pennant is quite attractive. The flock remains attached to the pigment. The common method of printing on felt is quite well known to most all novelty printers, and is subject to many modifications. The ink-makers have kept pace with the demands and are making special "felt" inks. These inks may be obtained in black and colors. The printing of the pennants, whether on platens or on cylinders, requires care in the handling of the finished product. This is due to the quantity and nature of the ink used, which will cause smutting of the fabric if the work is arranged in large piles. To smut-sheet would be troublesome, as the fresh ink readily adheres on contact. Designs cut in common pine or deal will yield excellent prints and are not difficult to make. They will last through a long run. The make-ready consists principally in giving plenty of squeeze in combination with a good supply of ink. The rollers should be firm, not soft. The cutting of the felt may be accomplished on a paper-cutter with little or no waste. The pennants may be printed two or more on, as the case may require, and fair register may be obtained. The printing of pennants and change-cloths for counter and showcases has developed into a specialty line, yet there are still opportunities for the small printer to pick up some of this trade.

Dull Effect in Relief Printing.

(965.) "Will you please tell me how to obtain the dull effect with the embossotype process? I have purchased the county right at this place. Do you consider it a permanent business?"

Answer.— The dull effect may be produced by substituting powdered asphaltum for the pulverized resin in the dusting process. It may be applied in the same manner as the resin. The effect will be black only. This method was referred to in this department about three years ago and was practiced by some printers in producing imitation steel-die work. The business should be profitable to printers, as the work produced is somewhat of an improvement on the ordinary class of printing, not because it is a close imitation of the more expensive steel-die work, for this line is in a class by itself. Mechanical relief printing, when carried on to its highest perfection, is a process that is capable of many striking adaptations, and in the hands of clever printers may be used to embellish printed matter of various kinds. During the month two lots of specimens of this class of work were received. One, from a Utah printer, shows menu covers printed on heavy antique stock. The ink used is a reddish brown, and when thrown in relief, it gives the effect of medium relief embossing. It, however, has an advantage over embossing, in that the back of the sheet is not marred by depressions so necessary where embossing is in evidence. These specimens, however, reveal one defect, if it can be called such: the design where it appears broad shows a flattened effect, though still in relief, and the surface appears slightly irregular as if the resin in melting formed slight depressions and elevations.

The fine lines, however, give a uniformly convex surface. This suggests the necessity of making a design that will carry lines that will give a surface proportionate to the amount of resin the ink will retain. This theory is borne out by the second lot of specimens received. This lot, which comes from an Illinois printer who states he is the inventor of the process, contains letter-heads printed in script, text and roman. In these samples the heavy elements in the script show nicely, but the hair-lines are ragged. This is true both in the text and roman and suggests the inadvisability of using type having very heavy or extremely light elements. Light gothics and open letters having a face no broader than the face of a two-point brass rule and no finer than a one-point rule are more suitable. As the beauty of the work consists in the uniformity of the convex surface, it would seem that the design should be made proportionate to the amount of solidified resin the line will hold without flattening. Another condition is noticeable, where too much resin is deposited on the inked lines: when fusion takes place the liquefied resin runs over and appears outside of the inked surface, giving a rather ragged appearance to the letters. This is an error of manipulation, and can be avoided. The most pleasing results are secured where the design is simple and display is avoided. Study the arrangement and style of faces used in steel-die work, as much of this work is worth imitating.

GUTENBERG AND HIS DESCENDANTS.

That Gutenberg was a typical printer will be seen from the following excerpts from an account of his life.

" Before 1425 he engaged in some experiments requiring money, when Andrew Dritzhen became security for him. In January, 1441, he obtained 80 livres by mortgaging some house property. In 1442 he borrowed some money from Martin Brether. He returned to his native city, Mainz, where he borrowed 100 guilders. He obtained substantial aid from John Fust, who advanced 800 guilders to promote the work, taking a mortgage on all the printing materials to be purchased. Again Fust had to come forward with another 800 guilders to prevent a collapse. In 1455 Fust foreclosed the mortgage. Doctor Humery, of Mainz, assisted him with capital On the death of Gutenberg the printing materials were claimed and taken by Doctor Humery."

Four hundred years later find most printers in just the same box as the illustrious founder of their art, but there are signs in the skies which indicate that, in a short while, printers will violate tradition and get to a point where debts will not worry or pay-rolls annoy.

How about it, brother printer: are you going to get a fair price now, or, like Gutenberg, wait 450 years for your product to sell at $50,000 a volume? Not that we mean to charge the $50,000 now, but suppose we try a dollar or two more on each job and see if that won't help to bring the $50,000 while we are still alive.— *O. G. M., in Ben Franklin Witness.*

CEMENT PORCH IN ACTION.

During an electric storm that occurred Tuesday afternoon, C. L. Tompson, living thre and a half miles south of here, received a severe shock and it was thought for a time serious Mr. Thompson was sitting on a washing-machine at the northeast corner of his cement porch, it striking him on the right side of his head passing down his right side and glancing off.— *Pennville (Ind.) Journal.*



This department of service is designed to bring men of capacity in touch with opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Superintendent Wanted.

(156.) We have what is considered about as good an equipment as there is in Canada. Monotype. Our line of work is principally catalogues, fine booklets and general job-printing of the higher grade. Employ in the composing-room from thirty-five to forty men, all union. We desire a man with good executive ability who knows how to handle help. We are ready to pay him $35 a week, which is about the highest wages paid a working foreman in Canada. To the right man we would not stick at that if he could prove his worth.

Composing-room Foreman and Monotype Expert.

(157.) Situation wanted in Iowa, Wisconsin or Minnesota, as foreman of composing-room or superintendent of Monotype plant. Age thirty-two; married; total abstainer. Eighteen years' general experience in Scotland and England. Ten years' experience as foreman of Monotype department. Personally capable of operating both keyboard and caster. Accustomed to handling large quantities of book, news, tabular and tariff work of all descriptions, and a careful disciplinarian. At present employed as Monotype caster and Monotype machinist in charge of entire tariff plant. Have been two years in America. Desire position as above stated where the services of a capable, efficient, conscientious workman would be appreciated. References and testimonials in support of these representations can be furnished.

Job-compositor and Pressman.

(158.) Quick, accurate job-compositor. Age twenty-five. Deaf-mute. Experienced in all kinds of job and advertisement work handled on a weekly or daily newspaper. Have run job-presses and flat-bed Hoe newspaper press, and can make ready on these styles of presses. Can report news, and am at present a newspaper correspondent for the news of my home town. Familiar with all the details of weekly newspaper publishing. References furnished on request.

SHUT UP.

A man lay with his mouth wide open, snoring so loud that the windows rattled. His wife nudged him with her elbow and suggested: " William, you would make less noise if you kept your mouth shut." " So'd you," replied William, half awake.



LANDSBERG AM LECH.

By Gustav Baumann, Palette and Chisel Club, Chicago.
Three-color half-tone and tint.
Engraved and printed by The Henry O. Shepard Company, Chicago.

Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Apochromatic Lenses for Three-color Work.

"A Student of the INLAND PRINTER'S Page," in Memphis, Tennessee, asks a number of questions regarding the procedure in three-color processwork and starts by asking if an uncorrected lens will make much difference?

Answer.— It will make three-color work impossible, for the different color-plates can not be made to register. So what is the use making them? There are several lenses in the market now that bring the orange, green and violet rays to the same focus. They are called apochromatic lenses, and they are the first requisite in color-block making. Zeiss, for instance, has a special apochromatic planer and also a Tessar lens. Voigtlander makes an apochromatic Collinear which gives perfect correction between the lines C and G of the solar spectrum. Steinheil makes a similar lens, and so does Rodenstein, of Munich. So there are plenty of lenses to choose from.

High-light Half-tone Patent for Lithography.

Mr. T. Chevalier, New York, writes: "I have just seen U. S. Patent No. 859,342, issued July 9, 1907, called 'The Improved Process for Making Half-tone Engraving for Use in Lithography and Other Printing.' The process is this: 'Such process consisting in first photographing the desired matter, then photographing the negative thus obtained through a screen so as to produce a half-tone positive with pure high lights and then printing on a metal plate or on stone in the usual manner.' Half-tone positives have been used for a long time in intaglio printing. I used this method many years ago. I have the birthday announcement of my son, dated March 3, 1897, which was made in this way. The application of a half-tone positive to lithography is not an invention. Having a cake of hand sapolio I am not supposed to be an inventor if I use it for my feet!"

Answer.— The question of the validity of this patent, which Mr. Chevalier opens up, is a most important one for users of the offset press and to processworkers generally. Have any other readers made positives in the above manner, and how long ago?



SURPRISE IN TOYLAND.

Acid-proof Cements.

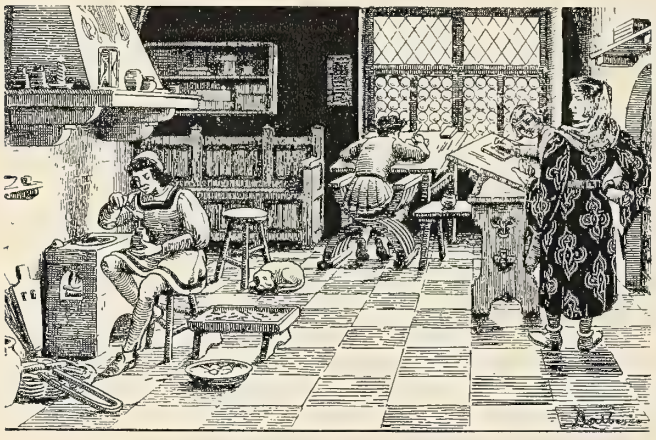
"Progressive," Chicago, writes: "I have an etching machine with a flue, to keep the acid fumes from getting around the shop. I want to use acid-proof stoneware pipe to carry the fumes through two stories to the roof. Can you recommend a cement for the joints of the pipe that will be surely acid-proof?"

Answer.— There are several simple cements made of material ready at hand that should answer the purpose perfectly. For instance: Take one pound each of resin and sulphur in powder. Stir in two pounds of powdered brick-

dust. Put the whole mixture into a pot and heat until it melts. When it is hot you will have a liquid paste that will cement the joints in the stoneware pipe and as proof against acid fumes as the stoneware itself. While on the subject of acid-proof ware, it is worth while to know that the Charles Graham Chemical Pottery Works, in Brooklyn Borough, New York, is making a line of acid-proof stoneware vessels, pipes and faucets of all kinds and sizes that are invaluable to the photoengraver troubled with acids destroying the ordinary piping. The ordinary sewer pipe, unless exceptionally well made, is a frequent cause of trouble by disintegrating, and the Graham concern has provision for this kind of trouble also.

Engravers at Work — Mediaeval Style.

At the International Exhibition at Turin they have reproduced in actual operation a fifteenth-century printing-office, including the wood engravers and typefoundry. It was into Italy that printing was first carried from Germany, for books were printed in the Monastery of Subiaco, near Rome, in 1465. In this restored printery not only the interior furnishings and the costumes, but the tools the



ENGRAVERS AND TYPEFOUNDER AT TURIN EXHIBITION.

engravers work with, are either the identical ones, or copies of those, used nearly five hundred years ago. And they are doing real work, reprinting two or three famous books, including the first edition in Italian of Dante's immortal work. Also the "Hours of the B. V. M." This latter book has numerous illustrations and woodcut borders throughout. Only a limited number of copies will be printed, selling at $40 each. As they will be printed on hand-made paper with specially cast type, collectors will prize them. In the illustration the typefounder is shown at the left of the picture. The engraver is near the window, hard at work, as usual, while the designer is idly entertaining a patron of the printery — much the same as one finds it in our day.

Etching Intaglio Plates.

"Artist Etcher," Boston, writes: "I had much experience, years ago in Europe, etching plates intaglio; but I used then what is called the Dutch mordant, which is a mixture of chlorate of potash and hydrochloric acid and water. I have taken up etching again and have been advised to use chlorid of iron, which I buy in solution. It works beautifully, etches sharp and clean without any bubbles, but the lines do not hold the ink so well. Maybe the fault is with the ink. Can you tell me?"

Answer.— The fault may easily be with the ink. Still there is this difference between the Dutch mordant and chlorid of iron: The latter etches the copper so smoothly that it does not give the "tooth" to hold the ink that the Dutch mordant does. If after using the chlorid of iron you will finish the biting of your copper plate with, say, one ounce of chromic acid in ten ounces of water, you will find the etched copper has a sort of granular surface which gives the necessary "tooth" to hold the ink when wiping the plate in printing from it.

Intensifying and Stripping Solution.

J. P. Flower, Rochester, New York, sends what he esteems to be a new idea for intensifying and stripping at the same time. He writes that he obtained the formula from a tramp photoengraver. The process is to intensify the negatives by first bleaching them with the regular mercury solution to blacken them and then put them in a tray containing the following solution:

Distilled water	16 ounces
Caustic potash	½ ounce
Formalin	½ ounce

As soon as the negative is an intense black it is rinsed under the tap, cut around the edges and put in a tray of clean water, when the film will float easily from the glass. It can be turned upside down and put back on the same glass or transferred to another one. The caustic potash does the work. The idea is not new, however. It originated with H. Hands, of Jubbulpore, India, and was published eleven or twelve years ago in this department.

Further Facts Regarding Costs.

The Robert S. Denham Company publishes in the *Cost Finder* a table showing the results of its investigations in from twenty-eight to sixty-three photoengraving plants. Portion of the table is reproduced here. It tells the number of plants considered and the average cost per hour for various operations. One point is brought out particularly, which engravers ignore, and that is that the line etching costs $1.54, while half-tone etching is $1.34. Routing is an additional expense in linework, and still the latter is usually sold for one-half the cost of half-tone. The costs shown in this table are but one-half those required to run an engraving plant, so that those studying these figures who sell minimum cuts at $1 are liable to have a nightmare.

Photoengraving operations.	Reports considered.	Average cost per hour.
Color camera	28	$2.69
Half-tone camera	50	1.78
Line camera	42	1.50
Color etching and finishing	38	1.38
Half-tone etching and finishing	54	1.34
Line etching and finishing	59	1.54
Routing	63	1.28
Blocking	63	1.21
Color proofing	31	1.20

COSTS IN PHOTOENGRAVING BY THE HOUR.

Scum on Half-tones to Remove Before Etching.

R. E. Godfrey, Reading, Pennsylvania, writes of his trouble with the enamel lifting, after etching and when taking a proof. His enamel formula was the one recommended in this department fifteen years ago, and hitherto it has never failed him. His method of working seemed all right, so he blamed a new carboy of iron for his trouble, because he thought it was too acid. After much experimenting he found the cause of the enamel lifting, and his experience told in a subsequent letter will be of service to others: "Since writing you I got busy trying to locate the cause of my trouble and found it in the clearing solution used for removing the scum from the plates before etching.

I went back to acetic acid and salt and it worked all right with several plates. Then I experimented with muriatic acid instead of the acetic and found the enamel would lift as before. I kept diluting the muriatic-acid solution until I found that ½ ounce of muriatic acid to 10 ounces of water and 1 ounce of salt works perfectly and I have had no trouble since. My mistake was, that I was using too much muriatic acid in the clearing solution."

Royle Routing Cutters.

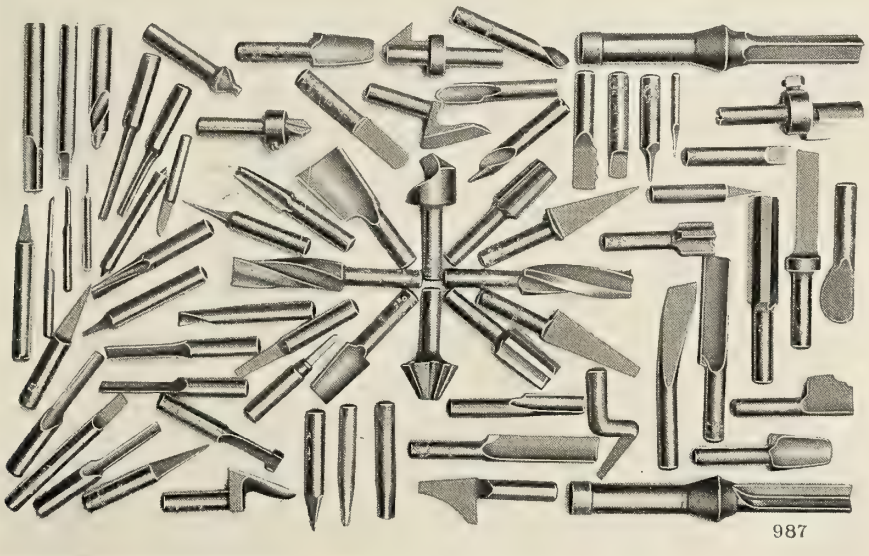
From John Royle & Sons, Paterson, New Jersey, comes one of their beautiful booklets, on " Cutters That Cut." It contains so much information regarding the use and care of this most important tool in photoengraving, that it should be in the hands of every owner and user of a router and be used as a text-book by apprentices on the machine. Every journeyman router should be acquainted with the most valuable facts it contains. This booklet can be had free of charge by writing for it and mentioning that it is for a reader of THE INLAND PRINTER.

A Royle routing cutter is made with all the care and precision of a watch, and is the result of over fifty years of scientific experiment with all classes of steel and through all the varying methods of tempering and hardening. It amazes the visitor to Royle's model factory, at Paterson, first to see all the special appliances required to turn out the numerous styles and sizes of routing tools, and then one is filled with wonderment as to what becomes of the great quantity manufactured. But it must be remembered that the Royle Routing Cutter is the standard in Australia and New Zealand as well as Calcutta and Constantinople.

Air-brush Information.

"Artist," Worcester, Massachusetts, asks among others the following questions regarding air-brush work: " How is the frisket paper for masks prepared? I understand the artists prepare it themselves. I am told that rubber solution is painted on the photograph instead of the frisket paper and that this rubber is made opaque with gold-bronze powder. Have you ever tried this? Just what are the colors used in retouching Solio prints? Where the air-brush can not be set down fine enough to work on piston rods, nuts and small detail of machinery, must the sable brush be resorted to? "

Answer.— The frisket paper can be purchased readily. There are so many kinds of tracing paper in the market that can be used for this purpose that it is only a matter of selection. The " mineral " paper used by negative retouchers is a good paper for friskets. Many artists employ celluloid films for this purpose. Ovals, circles and rectangular pieces of thin brass are indispensable either as masks or for holding the friskets in place. In spraying rods and shading straight pieces of machinery, strips of brass with straight edges are used alone. The fine detail is always touched up with a camel's-hair or sable brush. It is here that the skill of the artist is shown. For Solio prints I use Higgins' American drawing ink, Windsor & Newton's chinese white and india red. Rubber solution is difficult to remove from photographs. Gum mastic in alcohol is better, as it can be cleaned off completely with alcohol.



A FEW ANTIQUATED SHAPES.

RELATIVE VALUE OF FORMS OF ADVERTISING.

Every once in a while you find that somebody has said something you wanted to say — only better. The man who has got ahead of me this time is Charles H. Grasty, editor of the Baltimore *Sun*.

"If you have something to sell," he says, " you can go to a job-printer and have a lot of bills struck off and distribute them around town. That is advertising in the crude state.

" Put the same matter in any kind of a newspaper and that is advertising in a more advanced and effective form.

" Insert the same copy in a paper that goes into the home, with a hold upon the affections of the family circle, and that is advertising in the highest state. As time goes on and the confidence and esteem of the readers attach themselves to the paper, the habit of reading the advertisements in that paper becomes fixed and an advertising medium is established." — *E. C. Patterson, in Collier's.*

Question Box

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Calendar Pads.

(970.) "Kindly furnish us with list of firms manufacturing calendar pads for the trade."

Answer.— Sullivan Printing Works Company, Cincinnati, Ohio; Goes Lithographing Company, 226 South La Salle street, Chicago.

Directory of Advertising Agencies.

(968.) "We would esteem it a favor if you would inform us where we could get a reliable directory of advertising agencies."

Answer.— Publishers' Commercial Union, 30 North Dearborn street, Chicago.

Embossing on Platen Press.

(944.) "I would appreciate it very much if you would inform me where I could get some information relative to embossing on a platen press — how it is done, etc."

Answer.— "A Practical Guide to Embossing and Die-stamping." Cloth; $1.50. Sold by The Inland Printer Company.

Manufacturers of Grocery Sales-books.

(949.) "Will you please send me the names and addresses of all the manufacturers of grocery sales-books that you may possibly know?"

Answer.— Oeder Thomsen Company, 211 West Webster avenue, Chicago; the American Sales Books Company, Elmira, New York; Carter Crume Company, 503 First National Bank building, Chicago; General Manifolding Company, Franklin, Pennsylvania.

Marbling Book Edges.

(946.) "If you have any books or publications on the subject of marbling on book edges, I would like to be informed."

Answer.— The only book ever published devoted exclusively to marbling, so far as we have knowledge, was "Halfer's Marbling Art." And this is out of print. The subject is ably treated, however, in a number of works on bookbinding described in our catalogue, copy of which has been forwarded.

Waxed Board.

(954.) "Will you kindly give me the address of some house in Chicago that either handles or manufactures the waxed cardboard that is used in making the cardboard milk-bottle stopper? Will be in the market shortly for a large, steady supply of this material, and I thank you in advance for the information."

Answer.— We have been unable to find any maker of waxed board in Chicago. There are two paperdealers that can supply you, however. These are: Bradner Smith Company, 175 West Monroe street; J. W. Butler Paper Company, 223 West Monroe street. We might state that cardboard milk-bottle stoppers are paraffined after being cut out of the board.

Offset Printing.

(957.) "Do you do 'offset' printing for the trade? We wish to have a photograph printed by the offset process. If you do not do this work could you give us the address of some one in Chicago who does?"

Answer.— We do no offset printing. The following Chicago concerns do this kind of work for the trade: Goes Lithographing Company, 226 La Salle street; R. R. Donnelley & Sons Company, corner Polk street and Plymouth court; Sherwood Lithographing Company, 465 East Thirtieth street.

Stock Designs.

(951.) "Do you know where we could buy any stock lithographed Christmas show-cards about the size of street-car cards? What we mean by 'stock' is a lithographed card showing Christmas designs, such as holly, poinsettas, snow scenes, Christmas trees, or Santa Claus, etc., on one side, and a blank space wherein we could print a cut of our pen, some copy and our name on the other. Do you know of any concern that makes or sells these cards?"

Answer.— Meyer Both Company, 2314 Indiana avenue, Chicago, handles stock designs in lithographs and engravings.

Power Punch.

(948.) "We are in the market for a power punch, and if you will be so good as to give us the names of such manufacturers and their addresses as you have on your list, we certainly will appreciate it."

Answer.— For power punches write to the following makers and dealers for particulars: United Printing Machinery Company, Boston, Massachusetts; Samuel C. Tatum Company, Cincinnati, Ohio; Edward B. Stinson & Son, Brooklyn, New York; H. B. Rosbach, 634 Federal street, Chicago; Latham Machinery Company, 306 South Canal street, Chicago; W. O. Hickok Manufacturing Company, Harrisburg, Pennsylvania; Southworth Brothers, Portland, Maine; H. Hinze, Tribune building, New York city; Charles Beck Company, 609 Chestnut street, Philadelphia.

Shipping-tags.

(950.) "I am enclosing tag and would like to know the addresses of manufacturers of this kind of shipping-tag from whom large numbers can be purchased."

Answer.—American Manufacturing Company, Battle Creek, Michigan; Challenge Envelope Company, Trenton, Michigan; Dennison Manufacturing Company, Boston, Mas-

sachusetts; Denny Tag Company, West Chester, Pennsylvania; International Tag Company, 141 West Lake street, Chicago; Anthony Eisler Company, 321 Canal street, New York; Keystone Tag Company, West Chester, Pennsylvania; Robert Gair Company, Brooklyn, New York.

Duplicate-sales Check-books.

(942.) "We would be so much obliged to you if you will give us the names of several concerns who make merchants' duplicate-sales checks for the trade. We mean the cheap books that are used for taking and filling orders by clerks, over the counter."

Answer.— Undoubtedly there are a number of concerns doing this work, but we have definite information of only two — the Carter Crume Company, Niagara Falls, New York, and the General Manifolding Company, Franklin, Pennsylvania. Both of these concerns are extensive manufacturers of these duplicate-sales books.

Marks of Early Printers.

(947.) "Can you supply us or name the publishers of a book giving the marks of the early printers and good engravers? There is quite a demand for these in our work for residences and some classes of public buildings, and if possible we wish to have a more complete history of these marks."

Answer.— "Printers' Marks," by W. Roberts, published by George Bell & Sons, York street, London, England, in 1893, is now out of print. The book is a well-printed and comprehensive work profusely illustrated with printers' marks. We have no knowledge of any similar work.

Advertising Blotters.

(955.) "Will you please put us in communication with a firm that manufactures or handles advertising blotters? What we want is a line of, say, a dozen different designs, with blanks for subject-matter and name."

Answer.— The following are makers of advertising blotters of the better class: United States Photogravure Company, 186 West Fourth street, New York city; C. H. Thompson Calendar Company, 94 Warren street, New York city; the James Lee Company, 23-29 South Clinton street, Chicago; Rotary Photogravure Company, Passaic, New Jersey; Williamson-Haffner Company, Denver, Colorado; John T. Palmer Company, Department N., Philadelphia, Pennsylvania. We have written these firms stating your request.

Type-measuring Rule.

(967.) "Have you or do you know where I can procure a square rule showing the number of foundry ems and half ems in the following type sizes: 6, 8, 10, 12? For instance:

10 picas of 6-point equals 20 ems or forty ½ ems.
10 picas of 8-point equals 15 ems or thirty ½ ems.
10 picas of 10-point equals 12 ems or twenty-four ½ ems.
10 picas of 12-point equals 10 ems or twenty ½ ems.

This rule to be seventy-two picas or one foot long, with corners edged with brass, and graduating marks shown at each corner of the rule."

Answer.— We believe there is such a measuring rule manufactured, but have been unable to locate it. Possibly some of our readers can give the desired information.

Leather and Imitation-leather Card Cases.

(966.) "Can you tell me of any place where they manufacture leather and imitation-leather card cases? I would like to have a quantity made up, but I am unable to place my order. I have inquired several different places, but have not found a place."

Answer.— The Whitehead & Hoag Company, Newark, New Jersey, manufactures both leather and imitation-leather card cases. The Kettleman Leather Goods Company, 161 West Harrison street, Chicago, manufactures leather card cases. Imitation-leather card cases are made on order by large printers and binders. Write Slade, Hipp & Meloy, 119 West Lake street, Chicago, or Gane Brothers, 610 Federal street, Chicago, manufacturers of bookbinders' supplies, for a list of binders doing this class of work.

Books on Photoengraving.

(943.) "I have been informed that you are publishers of books on photoengraving, on which I would like a little information. Just want a simple outfit, as I only want to make one or two cuts each week; but would like to be able to make fair cuts, as it is as much an advertisement for my work as anything else."

Answer.— There are two books listed in our catalogue — copy of which has been forwarded — entitled "Photoengraving: A Revision and Enlargement of H. Jenkins' Manual of Photoengraving," by N. S. Amstutz, and "Photoengraving," by Carl Schraubstadter, which cover the subject thoroughly and in a practical manner. We would also call your attention to the subject-matter of the other books listed in the catalogue under "Process Engraving."

London City Guilds' Examination for Printers.

(969.) "I am using the 'Question Box' column in your valuable publication to get some information and advice. I am a young Englishman who landed in this country two years ago as a printer. Since I came I have been striving hard to improve my knowledge of the business by taking and reading THE INLAND PRINTER, and am also an I. T. U. student, which two things combined have helped me along the road to improvement wonderfully — in fact more than anything else. But what I am in search of now is on another matter. Can you give me any information concerning the London City Guilds' examination for printers or tell me where I can get the necessary information?"

Answer.— While we have at hand some data relative to the London City Guilds and examinations held at which medals are awarded as prizes, we would prefer to have you advised directly by those in charge of the different printing classes in that city. Write for full information to William H. Slater, of the teaching staff of the Borough Polytechnic Institute, 103 Borough Road, London, S. E., England. You have a commendable ambition, and we wish you a deserved success.

How to Clean Type

(952.) "Please send me full instructions relative to cleaning body and face of type successfully by using lye. I have bought several fonts of secondhand type and would like to clean them thoroughly before using. What can I use instead of benzin, that is not inflammable, for cleaning type after short runs?"

Answer.— If the type is foul with hardened ink, you can soften the ink by soaking the type in a shallow pan, having it covered by a solution of turpentine and crude carbolic acid (equal parts). Allow the type to remain until it is found that the hardened ink is easily rubbed off. Remove the type and pour benzin on it and allow it to stand awhile. Next wash the type with hot lye and rinse it well, otherwise a soapy-like substance remains attached. When it finally dries out it leaves a white, powdery substance on the sides of the type. This is lye in crystal form. A suitable

cleaner for type and rollers is tarcolin. It is nonexplosive, and will answer your purpose. Write the Delete Chemical Company, 126 William street, New York city, for a booklet on tarcolin.

Hygroscopic Paper.

(953.) "Will you kindly publish in your paper where in New York city paper which changes color with the weather and acts as a barometer in novelty advertising cards may be purchased?"

Answer.— We have no exact information on the subject, but believe you can secure the paper from McKesson & Robbins, 91 Fulton street, New York city, or from the Baker & Adams Chemical Company, Easton, Pennsylvania. Should neither of these firms have the stock, you can make the paper yourself by sponging a suitable unsized sheet of soft paper, such as news, antique white book or blotter, with any of the following solutions:

Cobalt chlorid	1 ounce
Sodium chlorid	½ ounce
Calcium chlorid	75 grains
Acacia	¼ ounce
Water	3 ounces

The colors indicate the amount of moisture in the atmosphere. Rose-red, rain; bluish red, moist; pale red, very moist; lavender-blue, nearly dry; blue, dry.

Cobalt chlorid	1 part
Gelatin	10 parts
Water	100 parts

Normal color, pink; changes to violet in medium humid weather, blue in dry.

Cobalt chlorid	1 part
Gelatin	20 parts
Nickel oxid	75 parts
Cupric chlorid	25 parts
Water	200 parts

Green in dry weather.

If the foregoing recipes are not satisfactory write the *Novelty News*, 116 Nassau street, New York city. This journal is likely to know where the paper may be procured.

Charging for Composition on Form Letters.

(956.) "We have had a proposition on our hands and have made inquiry from a number of printers and typefoundries without getting any satisfaction, so have at last decided to go to headquarters for the information. Our problem is this: In fifty lines twelve-point typewriter type, set forty-two ems to the line, how many thousand ems would there be? Also in fifty lines, set in ten-point Oliver Elite typewriter type, set forty-two ems, how many thousand ems would there be? We realize that the typewriter type and spaces being all the same body, it can not be measured the same as other type, where the letters vary. We are at a loss to know how to arrive at a proper measurement of this type. It does not seem just to charge the customer on the same measurement as we would if we were setting regular body type. If you think the question is of interest to your subscribers, would be glad to have you use it in the magazine, but would also appreciate it very much if you could give us your answer by letter, as your September number is probably printed by this time."

Answer.— The recognized standard of measurement of type is based on the square or em of the body. Where the type is fat, the printer is entitled to the gain, and where it is lean he suffers, although if it comes under the established size he is expected to make an extra charge. This same rule would apply to typewriter type, measuring it according to the number of ems or squares of the size of type used. We doubt whether a printer can set much more of typewriter type than of ordinary roman of the same size, unless he is doing considerable of such composition. While the thin letters are fat, the fat letters, such as "m" and "w" and all of the capital letters, are lean. In addition to this the uniformity of size confuses the compositor who sets it only occasionally, and, unless the case is "clean," "dirty" proofs can not be avoided, as the touch of the finger will not indicate whether you have an "i" or an "m." However, we do not know of any printer charging for form-letter composition on the piece basis. It is taken on a certain price for the finished job, just as a bill-head or envelope card. This is the only satisfactory method. Find your cost on the composition of the average-sized letter, including all overhead expense, and then add a profit. In offices making an exclusive business of form letters the general practice is to charge a certain price for the letter of a given number of lines or less, making an additional charge for each additional line. This seems to be the most equitable plan. Others, however, make no distinction so long as it comes within a page, having but one price for every letter.

To find the number of ems in a letter 42 picas wide and 50 lines long, set in ten-point, multiply 42 (ems) by 12 (points), which gives you the number of points (504) in a line. Divide 504 by 10 (the size of the type set), which shows that there are 50.4 ems of ten-point in a line. Multiply 50.4 by 50 (the number of lines set) and you have the number of ems set — 2,520. In fifty 42-pica lines of twelve-point there are $42 \times 12 = 504$ points; $504 \div 12 = 42$ ems; $42 \times 50 = 2{,}100$ ems. Follow the same rule in any type-body, and the result will be in ems of that body.

Justifications in Tabular Matter.

(945.) "You will find enclosed some tables cut from a book which we recently composed. You will observe that there are in some of them two columns of figures and in others three and four and five columns of figures. The customer for whom we did the work has one idea of 'three-justification matter' and we have another. I have looked at every authority I can find and am astonished to discover that in no book on the printing art is there a description of what constitutes 'justification' in tabular matter, and the rule of a varying price for tables containing one, two, three, four and five or more columns of figures. I wish you would inform me as to the designations of the justifications of the various tables inclosed. In other words, tell me which are two-justification, three-justification, and four-justification tables, etc. Local old-time hand printers are not sure that they know what is what in the matter, although they recall the price of hand-set tables was always in proportion to the number of columns of figures in a single column of matter. If you will settle the matter you will greatly oblige me. I am not advancing any opinion of my own because I do not wish to suggest an answer in case you should be as uncertain in the matter as I have found printers generally to be. Not, however, that I think you would try to make me believe you know if you did not."

Answer.— There is one justification for each column, including the stub. Thus, matter leadered to one column of figures requires two justifications. In a table with a stub and five columns of figures there are six justifications. By using brass rules between columns instead of white space, the conclusion is clearly demonstrated. The usual custom in machine composition is to charge price and one-half for tables with only one column of figures (two justifications), and double price for tables with two or more columns of figures, in addition to the stub.

Obituary

Robert A. Williamson.

Robert A. Williamson, secretary and treasurer of the Baltimore Typographical Union since 1898, died on August 31 at the age of sixty years. Death was due to a complication of diseases.

Richard H. Gillespie.

While at Denver, Colorado, Richard H. Gillespie, one of the proprietors of the Stamford (Conn.) *Daily Advocate* and president of the Connecticut Typothetæ, died suddenly on September 7. Colonel Gillespie was prominent in business and social organizations, and was once commodore of the Stamford Yacht Club. He was about sixty years old.

Frank Hagan.

Frank Hagan, assistant postmaster of Albany, New York, and an old member of the printing craft, died recently in that city. He had endeared himself to every one with whom he was intimately acquainted on account of his big heart and kindly disposition, and was noted for his loyalty to companions of earlier days, when he picked type or operated a Linotype.

Thomas Barns.

Thomas Barns, said to have been the oldest printer in Texas, died on August 29, at Galveston, at the age of eighty-five years. He had been foreman of the Galveston *News* for many years and was connected in a supervisory capacity with a number of newspaper offices in Louisiana during his lifetime. He was a charter member of the New Orleans Typographical Union, and previously had been a member of the Typographical Society of the early days before the establishment of the International Typographical Union. In all, his membership in printers' organizations covered a period of sixty-four years.

John Walter Howard.

John Walter Howard, who died at Berkeley, California, on August 15, was one of California's best-known printers. For many years he was identified with the American Type Foundry and assisted in outfitting most of the newspaper offices in the State. He was born at Boston, Massachusetts, but had lived in California since 1874, having settled in San Francisco in that year, where he was connected with the Bancroft Printing Company. After the destruction of the plant in 1884, Mr. Howard printed the Bancroft history. The deceased had lived in Berkeley since 1886. He is survived by his wife and five children. Mrs. Howard is a writer of poetry and prose.

Stephen Hill Andrews.

The death of Stephen Hill Andrews, on August 11, removed a veteran of the composing-room who was known to almost every Boston printer and to many compositors throughout the country. Mr. Andrews had resided in Boston upward of forty years, and for the last thirty-two years of his life he was employed on the *Globe*, the most of which time he had acted in the capacity of copy-cutter. He was an ardent lover of his home, and he had a beautiful one. The Congregational church at Dorchester and the Knights of Honor were his sole objects of interest outside his work and his home. Mr. Andrews was born at St. Stephens, New Brunswick, sixty-five years ago, but moved into Maine when a mere boy, going to Boston when a young man. His wife, two sons, and two daughters survive him. William H. Andrews, a brother, is veteran proofreader on the *Globe*.

THE GLORY OF BEING SQUARE.

"A man is as big as his friends make him." This remark was made with some emphasis the other day by a Chicago printing-house salesman in the course of a "talk for business" for his house. It brings out the fact once more that we can not be too careful about the impressions we make upon those we meet.

We all have a few good friends, and we all have acquaintances — the stock out of which we make friends. This stock of friends is enlarged or depleted only as we broaden or self-center ourselves.

If we work loyally, treat all men fairly and justly as they come and go, our stock of friends will be enlarged, and a powerful group of friends beats the principal of compound interest every time.

It isn't such a hard task to do our level best, to do things right, or as nearly so as possible, as we confront each day's duties. It is a very simple thing for the man who is first of all the right kind of a friend to himself to build up a good stock. And with a good stock of friends he has an almost invaluable asset in whatever line he follows, particularly in railroad work. If we could actually cash in good will we would be more careful about building it up. We do cash it without realizing the fact when we are advanced or business comes to us through the boosting of good friends, although our own personal efforts may be factors. We also discount this stock every time we let slip a mean word or a mean look, and sometimes the discount is very heavy.— *Exchange.*

BECOMING A "CANDIDATE."

One of the stories Harlow E. Bundy has told to his salesmen to "ginger them up" is as follows:

"A man must be a candidate for success in salesmanship if he wants to attain it.

"One day Senator Vance met an old colored man who was a religious enthusiast. He said to him:

"'Now, Joe, do you really believe in the doctrine of election — that God elected some to be saved?"

"'Indeed I do, Mr. Vance,' was the reply.

"'Well now, Joe, do you think that I have been elected to be saved?'

"'Mr. Vance, I can't say, suh. But I never knew any man to be elected who wasn't a candidate.'" — *System.*

Trade Notes

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Harcourt & Co. Move to Larger Quarters.

The big engraving house of Harcourt & Co., Louisville, Kentucky, recently moved into more spacious quarters, at 418-420 West Main street. The rapid growth of business made necessary many additions and improvements, and as a result more floor-space was needed. Harcourt & Co. has established a national business, its work going into every large city of the Union, and the people of Louisville are naturally proud of the splendid establishment reared in their city.

Winthrop Press Not Sold.

According to an official announcement, the Winthrop Press, New York city, has not been sold out, as was reported. A contract was made by which the concern sells most of its machinery, type, etc., delivery to be made October 2. It was expressly agreed, however, that the good will or business was not included in the sale. Beginning October 2, the Winthrop Press will continue business at 60 Murray street, combining its manufacturing department with another, giving the company double its present facilities. There are to be no changes in the executive or supervising force.

Apprentices' School at Cincinnati Opened.

Granting the request of a joint committee representing the Allied Printing Trades Council and the Ben Franklin Club, the Cincinnati Board of Education on September 18 opened a Continuation School for Printers' Apprentices. To printing concerns electing to send their apprentices to the school, the board will furnish, free of cost, a half-day's instruction each week. The course of study is in the hands of a joint committee, and a competent instructor, recommended by this committee, has been employed. Supervision of the work is in the hands of J. Howard Renshaw. The school is located on Ninth avenue, between Main and Walnut streets.

Wants Greater Printing Facilities.

According to the Atlanta *Journal* the big Georgia city is suffering because of lack of printing facilities. "There are here now a number of splendid concerns," says the *Journal*, "equipped to do high-class work and lots of it, but these are inadequate to the immense demand. No better evidence is needed to establish this statement than the fact that numerous outside printing concerns are daily in this market and carrying away tens of thousands of dollars every year which should be kept here and would be if Atlanta had the facilities to handle the immense amount of such work as is called for by the local industries." The paper then goes on to state that "There is no reason under heaven for this state of things," as the climate and other environments are peculiarly adapted to high-class operatives, and concludes with the declaration that "There is no line of industry which will do more to give prestige to a city than that of printing, and for this reason it is up to Atlanta people to offer every encouragement and to foster the concerns now here, while inducing others to come and to give them assurance that they will be taken care of when they do come."

Nashville Company to Establish Branch at Atlanta.

It was recently announced that on account of the great increase in its business the Marshall & Bruce Company, of Nashville, Tennessee, will establish a branch at Atlanta, Georgia. R. I. Reed has been selected to take charge of the new office. Mr. Reed has been traveling the Tennessee territory for the past several months. In speaking of the new venture, he said that the Marshall & Bruce Company was doing an immense amount of Georgia business, and the officers of the company had become convinced that a branch office at Atlanta would be a paying institution. The Nashville concern is one of the largest printing companies in the South, and has established a reputation for producing only high-class work.

St. Paul Printers to Beat Shylocks.

The St. Paul (Minn.) Typographical Union has established within its organization a loan bureau, the purpose of which is to keep its members out of the clutches of loan sharks. If the scheme prove successful, it is expected that other unions may establish like institutions. The plan as outlined by those who promoted it is that $200 will be set aside to form the nucleus of the fund, from which members may borrow sums ranging from $1 to $25. When the fund shall have been increased by its earnings to $400, loans may be made up to and including $50. The fund is to be revolving. No loan shall be made for a longer period than ten weeks until the fund reaches $400, when loans payable in twenty weeks may be made. Loans of $5 or less are payable at the end of two weeks. On a $1 loan the total fee, including interest, is 10 cents. On $5 the fee is 25 cents. Loans of more than $5 will be made only in multiples of $2.50, payable at the rate of one such multiple each week with a fee of 10 cents attached. Thus a man who borrows $40 will have to pay sixteen installments of $2.60 each. The borrower has the right, however, to pay his debt before maturity. A fine of 25 cents is imposed for failure to meet a weekly payment.

The secretary-treasurer is to have charge of the fund under direction of the executive board.

Printing Industry in Michigan.

Statistics gathered recently by the Census Bureau of the Department of Commerce and Labor, Washington, D. C., show that in three cities of Michigan — Detroit, Grand Rapids and Saginaw — products valued at almost $9,000,000 were turned out during the census year. Detroit ranks

first with 205 establishments, including book and job and music printing, and newspapers and periodicals, the products being valued at $6,441,891, forming 42.7 per cent of the total value of products in the State, which has 1,000 establishments engaged in the industry, with products valued at $15,075,464. Grand Rapids follows with 62 establishments and products valued at $1,900,840, or 12.7 per cent. Saginaw is third with 20 plants and products valued at $452,092, or 2.8 per cent.

A Printer on the "Third Degree."

In an interview with a representative of the Indianapolis *Sun*, bearing on the McNamara case, Edward Perkins, a well-known printer and at present head of the State Federation of Labor, denounced the " third degree " methods of police departments. He cited a case in which he was given the " third degree " when a schoolboy. The method was instituted and Perkins says he finally admitted he was guilty of a prank he did not commit. " When father asked me why I was so late getting home," he said, " I told him what had happened and that I had saved expulsion by admitting something I did not do. And then the old man licked me for telling a lie."

Otto G. Miller.

Mr. Otto G. Miller, a traveling salesman for the American Type Founders' Company, died in Kansas City, Missouri, September 17, and was buried in Topeka, his home town, September 19. Mr. Miller was probably the best-known type and printing-material salesman in Kansas and Oklahoma, which territory he covered regularly for ten years. He was, in the first place, a practical, up-to-date printer, and his fund of practical printing information was always at the service of the up-country printer, whether he sold a dollar's worth of goods or not, and he was always able to show his customer how to use to the best advantage every article he sold. Such salesmen are not any too common, and Mr. Miller will be missed by hundreds of printers in the Southwest.

Harvard to Continue Printing Course.

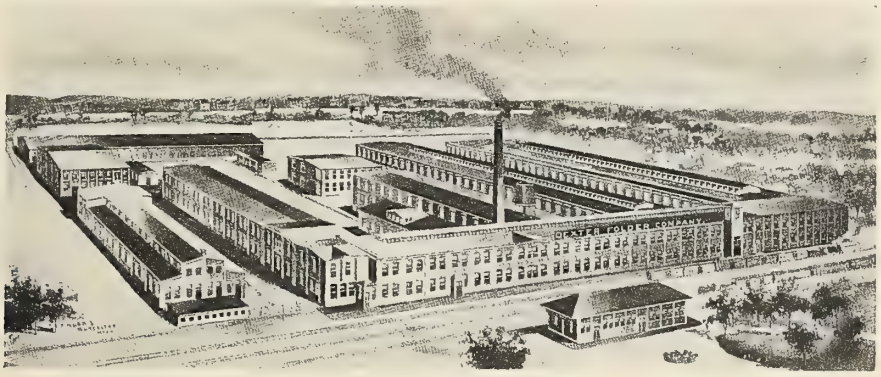
The Society of Printers of Boston has pledged an initial subscription of $500 for continuance of the course of lectures on printing given in the Graduate School of Business Administration of Harvard College, and an appeal has been made for provision for continuing the course for at least five years. The expense is between $2,500 and $3,000 annually. This is the first instance in the history of American education or American typography in which a university has placed among its courses one on printing, and the Society of Printers, which had a large part in the inception of the scheme, is gratified to be able to coöperate with the university authorities in support of a plan which will enable men who expect to enter the printing field to fit themselves for their important work. The spring course dealt with the history of the printed book, and is said to have been a decided success.

Examination for Machine Operators.

On October 18 the United States Civil Service Commission, Washington, D. C., will conduct examinations in different parts of the country for the purpose of securing eligibles for the positions of printer qualified as monotype keyboard operator and printer qualified as linotype operator. The Government pays typesetting-machine operators 60 cents an hour, eight hours constituting a day's work.

Five Hundred Employees on an Outing.

The Dexter Folder Company, Pearl River, New York, has an immense establishment. It runs as smoothly and efficiently as the machines it turns out. So the Dexter Folder Company, several months ago, took counsel with itself why the whole works should not have a day off, and decided to do it. The preparations therefore were arduous, but they were subdivided and the men and women, lads and lassies all had a vote about the committees. So every one had something to do. August 12 was the day and Rockland Lake was the place. Here was everything that any one could expect in a park, charming location, beautiful lake, fine dancing pavilions, merry-go-rounds, boating, etc. About five hundred were present, and everything was kept moving. There was a carload of baby carriages and the kiddies all had a good time. There was a baseball game between the " married men " and the " to be married men," and the latter got flustered, naturally, and lost out. The program of games listed twenty-five events, and from three to five prizes went with each.



DEXTER FOLDER COMPANY'S PLANT, PEARL RIVER, NEW YORK.

The youngsters were fixed up with refreshments at five o'clock, and thus an inevitable note of grief was anticipated.

Resolutions were adopted at a meeting of employees a few days after the outing expressive of appreciation of the good time the company had provided.

The committee of arrangements were Oscar Anderson (chairman), Walter John Van Horn (secretary-treasurer), Walter Akhurst, Gus Peterson, John McQuilton, John Ramsay, Arthur Hughes. Starters — Walter Butz, John McQuilton. Judges — Talbot C. Dexter, James S. Gilbert, George R. Swart, George B. Wing, Thomas C. Dexter, Irven H. Dexter, E. O. B. Lindquist, T. K. Egan.

Printing Company Has Fine Exhibit.

At the industrial exposition held at Milwaukee, Wisconsin, last month, there was exhibited by the Evening Wisconsin Company's printing department a collection of high-class specimens of the printer's art. The company's booth, containing 50 square feet, was fitted up with handsome glass showcases, in which were artistically arranged catalogues, booklets and general advertising literature which this concern has produced for manufacturers and others in all parts of the United States. Among the specimens were handsome leather-bound books, fine commercial catalogues in cloth and paper covers, and a large variety of general-publicity literature of the better class. The exhibit was a credit to the printing industry of the country at large, as well as to that of the Wisconsin city.

"Richmond" Polyphase Motors.

The Richmond Electric Company, Richmond, Virginia, has issued an attractive catalogue descriptive of its polyphase motors. The catalogue is well gotten up, with excellent illustrations, the cover being handsomely embossed in colors.

Paper Trades Directory of Chicago.

The fifth edition of the Paper Trades Directory, of Chicago, published by the Darrow Printing Company, is at hand, and proves to be a handy reference work for those having to do with the paper trade. It contains an alphabetical list of cover, bond, linen, ledger and flat papers, fancy-book papers, etc., with prices and dealers' names.

Printer Has Relic of Eugene Field.

Charles B. Duncan, a printer of Columbia, Missouri, is the proud possessor of an old and battered guitar on which Eugene Field, when a student of the University of Missouri, is said to have serenaded college girls. Mr. Duncan plans to leave the guitar to his children as a heirloom. In speaking of his treasure recently he said "the old guitar belonged to Miss Sallie Watson, who was a belle. Nathan Scofield had given it to her for a birthday present. 'Gene Field used to carry the guitar around every evening in the spring, playing and singing. When her brother, Charley Watson, moved away from here, along about 1880, or maybe it was 1881, he gave the guitar to me." Duncan was apprenticed to Col. William F. Switzler, former congressman and chief of the department of statistics, at Washington, and editor of the Columbia *Statesman*, in July, 1867. He is sixty years old, but still works eight hours a day in his own printing-office at Columbia.

Secretary Waddey Retires.

Leaving behind a highly creditable record, Everett Waddey, Jr., recently resigned his position as manager of the Winnipeg Printers' Board of Trade and is now superintendent of the S. H. Burbank plant in Philadelphia. Before leaving the Canadian city, Mr. Waddey was presented by the board members with a locket, appropriately engraved, symbolizing the esteem and good will with which he is regarded by the printers of Winnipeg. The board was reluctant to let him go, and only parted with him when it was evident that he could not be induced to stay. Mr. Waddey is an expert estimator, and at the luncheon where the presentation was made it was stated that he had an unlimited fund of exact knowledge and detail at his disposal for the use of the printers of the board, which had been the means of placing the organization in an excellent condition. Alvin S. Dunbar, formerly recording secretary of the Kansas City Typothetæ, has succeeded Mr. Waddey as manager of the board.

Parade as Seen by an Ad. Man.

During the absence of the sporting editor an ad.-man was sent out to write up the printers' parade, says the St. Louis *Times*. Here is how he described it:

"The 'bunch' had 'assembled' early at the Southern Hotel, and after the 'constable' had ordered all hands into the street the 'father of the chapel' proceeded to 'line 'em up,' in which he was ably assisted by all. The alignment, however, was bad, and at times a whole 'stickful' of the 'column' became badly 'squabbled,' due to the fact that there were quite a number of 'wrong-fonts' in the line. Here came a little 'nonpareil' fellow from New York walking beside a 'pica' man from Philadelphia, and an 'eight-point' typo from Indianapolis was trying to 'make even' with a 'twenty-four-point' man from Cincinnati. And then there was the 'condensed' boy from Denver, who had hard work to keep pace with the 'extended' one from Chicago.

"They marched proudly past the *Times* office to the strains of the band and with upturned faces waved their banners at the unfortunate typos overhead who were compelled to labor. But this move was unfortunate for quite a number, as they got out of step and were again very badly 'squabbled.' The 'father of the chapel' called 'time' repeatedly, and finally managed to get them back in a semblance of order, though the whole bunch was more or less 'pied' all through the parade.

"And the ad.-man had had nothing but water to drink."

Magazine Company Denies Government's Charges.

Early in September the Current Literature Publishing Company filed its answer in the United States Circuit Court at New York, in the Government's civil action against the periodical clearing-house and several magazine publishers who are charged with belonging to the so-called magazine trust. The Government's action was brought under the provisions of the Sherman anti-trust law, and charged that the defendants constituted a combination operating in restraint of interstate trade and commerce. The defendant publishing company denies that it has ever operated or participated in any combination to operate in restraint of trade and commerce or with intent to monopolize in the magazine field. It also denies any knowledge as to the rate charged by agents or subscription agencies, or that there was any conspiracy to stifle competition. Further, it denies that it notified agents that it would not do business with them as a publisher unless they made a contract with the periodical clearing-house or that it coerced the agents into signing such a contract. The company alleges that it had no knowledge of an official price-list said to have been issued by the periodical clearing-house, but admits entering into a contract with the clearing-house as alleged in the Government's petition, denying, however, that it took any part in regulating prices at which magazines other than its own should be sold to agencies. It states also that it has no knowledge of any system of fines alleged to have been imposed by the periodical clearing-house on members of the combination who departed from the official prices. In concluding its answer the defendant corporation declares that no library or other institution having a reading-room has been obliged to pay more for *Current Literature* than it otherwise would have done.

Business Notices

This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

AN ADVANCE IN NEWSPAPER PRINTING—THE DUPLEX TUBULAR-PLATE PRESS.

Increasing the output, reducing the expenses, and reducing the speed of the press that does these things is an accomplishment worthy of the careful consideration of newspaper printers — of all printers, indeed. This is what has been accomplished in the Duplex Tubular-Plate Press. The press takes its distinctive name "tubular" from the fact that instead of printing from two half-cylinder plates it prints from one full-cylinder plate. The cylinder is one-half the size. Duplicate plates are done away with. The small cylinder is printing all the time, consequently the Tubular-Plate Press gives twice the product at the same speed as the old-style presses. A single-plate machine giving double the output! Simple in construction, giving better and quicker results, is a tool that will almost sell itself in these days.

For catalogue and full details write to the Duplex Printing Press Company, Battle Creek, Michigan.



THE DUPLEX TUBULAR-PLATE PRESS.

T. RIESSNER GOLD AND SILVER PRINTING-INKS.

A number of handsome specimens of printing in gold and silver inks have been received from T. Riessner, 59 Gold street, New York, whose advertisement will be found on another page of this issue. The specimens cover a wide range of surfaces, from very rough to a gelatin-gloss finish, and in all the fine "lie" of the ink and brilliancy of color can be compared to the solidity of leafwork. The thoroughness of finish and cleanliness obtained by the use of these inks should commend them to printers generally. Send for samples.

GANO DUNN RESIGNS FROM CROCKER-WHEELER COMPANY.

The Crocker-Wheeler Company, Ampere, New Jersey, announces the resignation of Mr. Gano Dunn, who for a great many years has filled the position of chief engineer and first vice-president in the Crocker-Wheeler Company with conspicuous ability, and he leaves with the very best wishes of the company and his many friends and associates in it, for his future success.

JAPANESE GOVERNMENT BUYS THOMPSON TYPECASTER.

One of the most significant purchases of American-built machinery ever made by the Japanese government was the order, placed last month, for a Thompson Typecaster, the equipment going through the exporting house of Mitsui & Co., New York. As the Tokio government printing-office uses a large number of typecasting machines, and has only purchased after an extended investigation of all typecasters on the market, this purchase is regarded by the manufacturers as a distinct endorsement of their typecaster.

Oriental printers have been quick to adopt the Thompson Typecaster after proving its adaptability to their requirements, as shipments recently made to Canton and Shanghai, China, prove. The government of India, at Lucknow, is using this typecaster, and a Bombay printer has recently installed his second machine.

As no traveling salesmen are employed, the Thompson Type Machine Company generously attributes these sales to its advertisements carried in THE INLAND PRINTER.

The Thompson Type Machine Company has recently installed its typecasters in the offices of the National Print-

ing & Publishing Company, Chicago; Smith-Grieves Typesetting Company, Kansas City; Feldbush-Bowman Company, St. Louis, and Roberts & Son, Birmingham, Alabama.

LATEST IMPROVED PRINTING, CUTTING AND CREASING PRESS.

Taking the board from the roll, the Kidder Press now before you completes the three units in one operation, and without rehandling. Running at the speed of three thousand impressions per hour, this press can print one or two colors on a form 12 inches by 28½ inches; and any size form in either three or four colors, up to and including 5¾ inches by 28½ inches. A most important feature is that the cutting and creasing form, which is 20 inches by 30 inches, is locked up in the chase, and as readily adjusted as the printing form on any flat-bed press. This point makes it practical for comparatively short runs. Its register is perfect throughout, and for cartonmaking it is a machine worthy of your consideration; capable of turning out a great variety of boxes, from, say, an inch-square carton up to a shirt-waist box.

Eliminate at will the boxmaking feature, and as a straight automatic printing-press, capable of many colors, it will prove a profitable machine.

One quarter inch only is required on the edge of the web for the feed rollers. Interlock your boxes on the form; do away with the one-half inch required every few feet for grippers on sheet-fed presses, and then estimate the saving per one thousand feet of, say, thirty-inch wide stock, running with scarcely any waste with the direction of the web.

The president of a prominent printing company recently saw this machine in operation, and afterward wrote the Gibbs-Brower Company, general agents, 261 Broadway, New York city, as follows:

" We wish to thank you for your courtesy in arranging so that we could see this press in operation. *It certainly does the work.*"

The short, concise, characteristic recommendation of a man of business, which clearly shows he was satisfied.

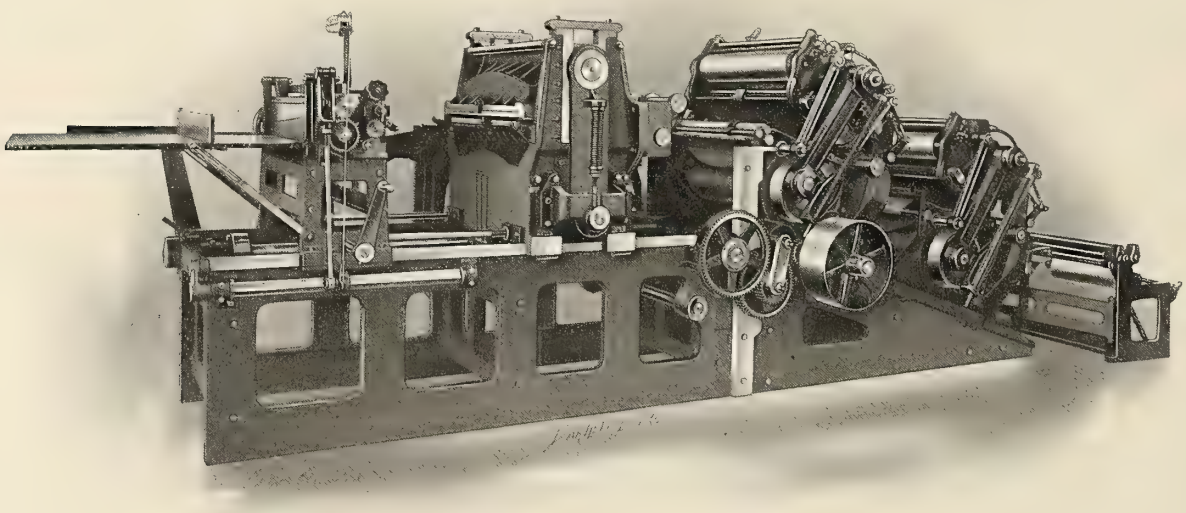
The Kidder Press Company also manufacture a similar machine, known as their No. 10 Press, which is built with a single printing head only, and capable of printing half the number of colors obtainable on the No. 14 Press.

Any further information will be gladly given by addressing the New York office.

A SAMPLE OF DIAMOND CYLINDER PRESSWORK.

We show herewith a reproduction of the title-page of an eight-page brochure, recently issued by the Challenge Machinery Company, of Grand Haven, Michigan. As the title indicates, it is descriptive of Diamond hand and power cylinder presses, and is a sample of Diamond presswork, printed on a Diamond under conditions similar to those existing in the average country newspaper office. If you have not received your copy, send for it at once; it's free for the asking.

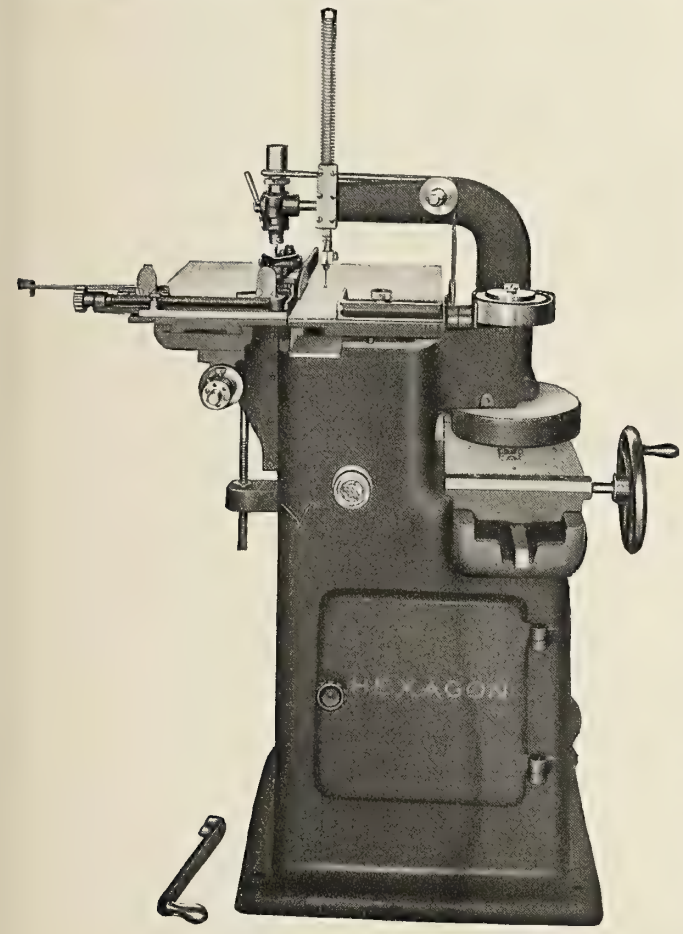




KIDDER PRINTING, CUTTING AND CREASING PRESS.

THE HEXAGON SAW-PLANER.

It is not one man's time alone that is wasted in trying to get material in shape with inadequate means — his delays go all down the line, adding to the expense. Think this over. Then consider the value of a tool like the illustration. It is the Hexagon Saw-Planer. It is a complete composing-room machine. Among the things it does, it saws, trims, cuts rules, cuts and trims slugs, trims sides of slugs,



THE HEXAGON SAW-PLANER.

undercuts bevels for plate-hooks, undercuts bevels, miters, etc., cuts wood and metal furniture, planes to type-high, routs for two-color work, routs off high places, makes inside mortises, circles, type insertions, drill holes for saw-blade, drills holes for type insertions. The machine is sold on a thirty-day free trial basis. Write to the Hexagon Tool Company, 321 Pearl street, New York, for catalogue.

THE MASTER BUILDERS' COMPANY IN NEW PREMISES.

The Master Builders' Company, of Cleveland, Ohio, has moved its general offices to the Euclid building, Euclid avenue and East Nineteenth street, Cleveland, Ohio. The graphic arts are particularly interested in one of the specialties of this company for the treatment of concrete floors — making them dustless and practically indestructible.

GATCHEL & MANNING SPECIMEN PORTFOLIO.

Gatchel & Manning, designers and engravers in one or more colors, Sixth and Chestnut streets, Philadelphia, Pennsylvania, have issued a specimen portfolio, exhibiting specimens of work, illustrative of machinery, the softness and brilliancy of effect, with minute attention to detail being both interesting and instructive. Copies of this specimen portfolio will be submitted to any one interested on request.

SOME LINOTYPE GOTHICS.

A new specimen-sheet from the Mergenthaler Linotype Company is entitled " Some Gothics," and makes an interesting display of the various Gothic faces which have been cut for the Linotype use up to date. There are in the neighborhood of fifty different Gothic faces shown, ranging from five to forty-two point.

HENRY DROUET'S ADVERTISING ARGUMENTS.

Mr. Henry Drouet, sales agent for the New Era Press, in his advertisement in the present issue of THE INLAND PRINTER, presents his facts in a manner both unusual and convincing. The plan of doing away with illustrations and presenting a record of accomplishment is sagacious. It will be interesting to follow Mr. Drouet's processes in this method of advertising.

TO MAKE PAPER IN NEW ZEALAND?

New Zealanders want to make paper, but a recent report of their Department of Agriculture does not give them much encouragement. It says:

" The minimum capacity mill that could be calculated on to give any satisfactory return in New Zealand would be one to make about three hundred tons of paper per week. The mill would require a site where there was five thousand horse-power, and where the wood could be got with very small cost of transit. Such a mill would cost, on a good average site in the United States, about $1,000,000. This contemplates making ordinary news paper. For the manufacture of better quality paper the cost would be considerably increased, and more power required. Owing to the necessity of importing machinery, the cost of the plant would be correspondingly greater in New Zealand.

" The wood chiefly pulped in America is spruce; in Scandinavia it is termed white pine. These woods are comparatively free from turpentine, which characteristic is the principal requirement for pulping purposes. Assuming that New Zealand has suitable woods, that labor would cost about the same as in the United States, and that coal for fuel is available at a cost not exceeding $5 per ton, then ordinary news paper might be expected to cost about $40 per ton to produce at the mill site. About twenty-five hundredweight of coal per ton of paper is used in the process of manufacture. Doubt is expressed whether conditions in New Zealand would allow of the establishment of a paper-pulp industry able to compete with paper supplied from countries where the industry is developed on a large scale, with immense resources.

" Some of the finest wood-pulp mills in the world have been recently established in Newfoundland, which is found to possess the natural resources and conditions for the industry in a high degree. The Harmsworth publishing concern, of London, for instance, has recently expended the sum of $6,000,000 in the purchase of forest areas in the interior of the island, the construction and equipping of mills, building of railway lines and water-side terminals, and generally in the creation of their paper-milling enterprises. An interesting advantage claimed for the Newfoundland forests is that they produce themselves very rapidly after being cut out or burned over, and can be used again in the manufacture of paper and pulp within thirty years." — *The British and Colonial Printer and Stationer.*

FOUR GENERATIONS OF BINGHAMS.

The graduation steps in the development of printing, supply interesting subjects for the study of the artist or scholar, the moving up from the slow and tedious process to the lightning speed of to-day's production reflecting many distinct departures in the art.

Almost within the observation of some of the patriarchs yet on the stage of action and still in touch with the craft, many of these important evolutions in the art have been wrought, one of the prime ones in this connection being the substitution of the composition roller for the awkward and cumbersome buckskin ball for the distribution of ink on the type surface, without which rapid work could not be accomplished.

Authorities are at variance to a considerable extent concerning the origin of the idea which led up to the composition roller, but it is believed to have had its birth in the substance used for transferring colors in the production of pottery in England and which by accident found its way into the printing-office.

For almost three centuries after Caxton introduced printing into England the forms were inked with buckskin balls, and with the advent of the cylinder press effort was made to supersede this process with leather-covered cylinders, but the plan proving unsatisfactory, a later experiment adopted the preparation composed of glue and " treacle," as molasses is called in the mother country. For years this composition served its purpose, and it has since been perfected by the addition of glycerin to the mass.

With the centralizing of the printing industry, together with its tremendous growth, came the creation of the need for the special lines, such as have now become so prominent. Of these rollermaking is among the most important. The father of this branch of effort as well as the pioneer in the industry in the United States was Samuel Bingham, one of the noted printers of the last century and the father of Millard F. Bingham, of Chicago.

Samuel Bingham was a native of Hanover, New Hampshire, the seat of famed Dartmouth College. He was born in 1789, the period which ushered in the French revolution. While a child his father died and his support devolved upon the mother, who, to maintain herself and the boy, received the students of Dartmouth in her home. Among others who accepted her hospitality was the great Daniel Webster. Death deprived the lad of his sole protector, and at the age of eleven he was bound by the Orphans' Court to apprenticeship at the printing business. After mastering the trade as far as possible he went to Albany, New York, where he became contemporary with Joel Munsell, whose book margins made him celebrated. From Albany he went to Philadelphia, where he did his first work as a journeyman. From Philadelphia he went to New York and secured employment with Harper Brothers, and later with Daniel Fanshaw, recognized as the greatest printer of his day, with whom he remained many years.

It was while working with Fanshaw, who was a very ingenious printer, that experiments were being made with the roller composition. In 1826 Fanshaw consulted Samuel Pike, his foreman, and requested him to select his most trustworthy workman to whom he might impart the system which he desired to install. Samuel Bingham was the man, and the secret was introduced. Like other processes in the development of the art, it could not be confined to the place where it began, and in a short time other establishments in New York had it and it soon spread to Philadelphia and Boston.

The honor of starting up and running the first cylinder press, a Napier make imported from England, belongs to Samuel Bingham. This was in the office of Clayton & Co., then on Broadway, New York, opposite Trinity Church. From the patterns, which were made from this press, the famous printing-press firm of Hoe & Co. began in a small way the manufacture of presses.

Samuel Bingham began work with Harper & Brothers in 1840, and nine years later embarked in the rollermaking business, locating in William street, later removing to No. 5 Spruce street, under the shadow of the old Tribune building. In 1857 he moved to No. 27 Beekman street, in the building occupied by Connor's Type Foundry, which was destroyed by the disastrous conflagration of 1862. He commenced again near the old stand at No. 13 Spruce street. Here he remained until old age compelled retirement, and he died in 1876, at the ripe age of eighty-seven. After his retirement his sons removed the business, in 1871, to No. 31 Rose street, and by their enterprise expanded their trade to immense proportions.

It may truthfully be said that roller and roller-composition manufacturing became a distinct industry when Samuel Bingham began business in 1849. As he was the first to make a roller in the United States, it would seem that he was destined to lay the foundation of a business that has its ramifications throughout the country.

Millard F. Bingham, whose portrait is given herewith, is the youngest brother of the family, and was born in the city of New York in 1847, shortly before his father was commencing the business that has made the name so famous. He entered his father's establishment, as his brothers had done before him, and, after years of application, acquired a knowledge of this business. In 1877 Millard moved west, selecting Chicago as the field of his labors, and the success that has attended his venture has vindicated the wisdom of his choice. In connection with his patented roller-casting machines, so well known through their being extensively advertised as the " Gatling Guns," his name has become a household word among printers at home and abroad.

His latest achievement was the erection, in less than six months, of a building at 636-704 Sherman street, Chicago, to be devoted entirely to the manufacture of printers' rollers, and in which he has embodied all the improvements which his fifty years of experience as a practical rollermaker have made possible. Like everything else in his particular line to which he has devoted his energies, it is a masterpiece of design for convenience and economical manufacture of printers' rollers, giving as it does over thirty thousand square feet of usable floor-space. He moved the plant into these magnificent quarters the early part of July of the present year.

M. F. Bingham II. was born in Chicago in 1878. He attended the public schools, and, in 1898, graduated from the Technical High School, now a part of Chicago University. He entered business with his father the same year, and is now vice-president of the corporation and in charge of the St. Louis branch of the company.

Carl G. Bingham was born in Chicago in 1880. He was educated in the public schools of Chicago, and graduated in 1902 from the Stevens Institute, Hoboken, New Jersey. He entered his father's establishment in Chicago the same year, and is now secretary of the corporation.

Samuel A. Bingham was born in Chicago in 1882. He graduated from the public schools and entered Cornell University, graduating in 1905. He entered the business with his father and two brothers the year of his graduation.

Millard F. Bingham III. was born in St. Louis in 1904, and is the beginning of the fourth generation of the name. It is expected he will enter the business when he has reached the proper age.



CARL G. BINGHAM,
Chicago, 1880.

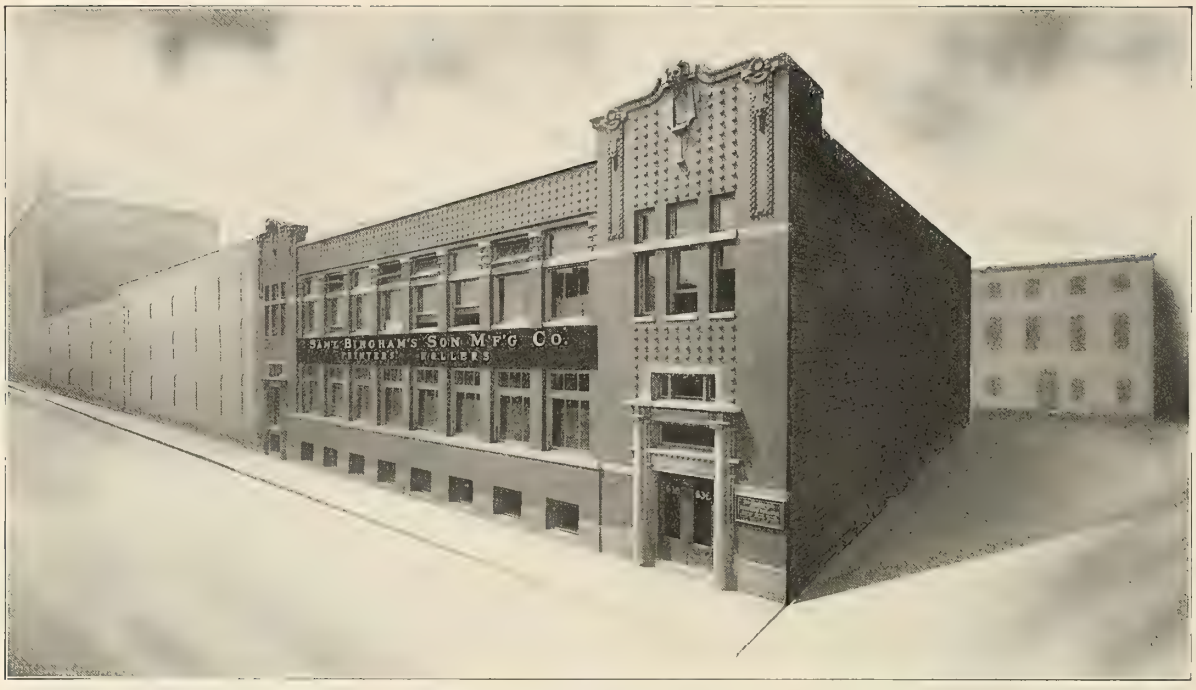
SAMUEL BINGHAM,
1789 — 1876.

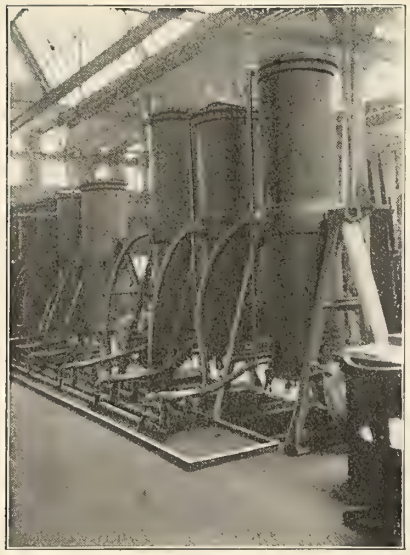
SAMUEL A. BINGHAM,
Chicago, 1882.

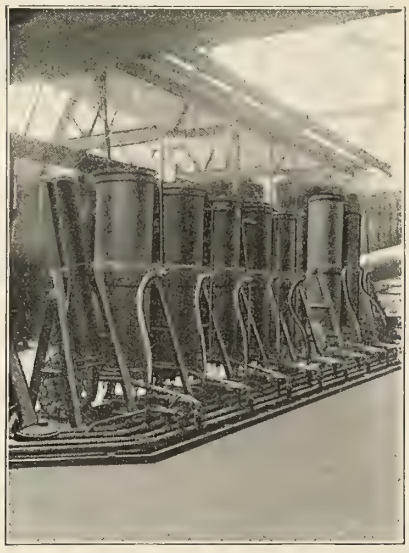
MILLARD F. BINGHAM,
Chicago, 1878.

MILLARD F. BINGHAM,
New York, 1847.

MILLARD F. BINGHAM,
St. Louis, 1904.

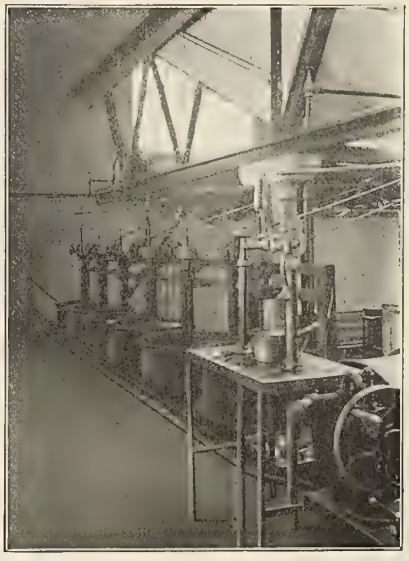














SAMUEL BINGHAM'S SON MANUFACTURING COMPANY, 636-704 SHERMAN STREET, CHICAGO.
Façade of new building and some interior views.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLVIII. OCTOBER, 1911. No. 1

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfill honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

W. H. BEERS, 40 St. John street, London, E. C., England.
JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C. England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanett House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farrington Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C. England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Capetown and Johannesburg, South Africa.
A. OUDSHOORN, 179 rue de Paris, Charenton, France.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

WANT ADVERTISEMENTS.

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed.**

ADDRESSES WANTED.

THE ARMSTRONG PRINTERY, of Walla Walla, Wash., wants the addresses and occupations of the following persons: E. V. Chase, Clarence Engle, L. A. Hepburn, J. L. Johnson, Wilbur A. Legette, C. M. Mumby, J. Heyman, R. H. Keene, J. W. McMinn.

BOOKS.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

PAPER PURCHASERS' GUIDE, by Edward Siebs. Contains list of all bond, flat, linen, ledger, cover, manila and writing papers carried in stock by Chicago dealers, with full and broken package prices. Every buyer of paper should have one. 25 cents. THE INLAND PRINTER COMPANY, Chicago.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER CO., Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

ADMINISTRATOR'S SALE — A going job-printing plant, known as the Griswold Press, inventoried at $25,000 and heretofore doing a business of $100,000 a year. Death of owner and unwillingness of widow to continue the business is only reason for selling. JOHN STENGER, Administrator, 403 Whirney bldg., Detroit, Mich.

CALIFORNIA NEWSPAPER FOR SALE — Morning daily in city of 15,000 population; only morning and Democratic paper in county of 30,000; manufacturing town with large pay-roll; located on deep water and railroad; an hour-and-a-half ride from San Francisco; healthy and growing city, splendid climate, city surrounded by rich farming and fruit country; complete plant for newspaper and job work located in concrete building; cheap electric power; gross revenue $1,880 per month, with total expense of $1,380 per month; owner desires to sell, owing to physical inability to manage plant; cash proposition only. For further particulars, price, etc., address JAMES & WALKER, 1236 Call bldg., San Francisco, Cal.

I HAVE FOR SALE controlling interest in an up-to-date lithographing and printing plant, best of location and opportunity; $50,000 will get control of plant, will invoice over $100,000. Address L 513, care INLAND PRINTER.

FOR SALE — A modern printing plant close to New York city in city of 35,000, with income-producing advertising features and established job business, can be purchased by responsible party acting quickly. Owner going to Europe for two years' trip. L 519.

FOR SALE — Engraving plant, located in the South, well-established business of 12 years. Thoroughly equipped and up to date, an exceptionally good opportunity for some one to step right into a good, paying business. Good reason for selling, and unless you have the cash and mean business, do not answer. L 501.

FOR SALE — Well-equipped job-printing and publishing plant in the fastest-growing city in the South. Present population, 135,000. Magnificent opportunity to grow in a growing place. Consideration, $25,000. L 492.

IDEA — I have an idea, which will bring enormous profits to printer that has the right plant, courage and money. It's no get-rich-quick scheme, as it will require time. Better than best invention. Before I will make you familiar with it, bond $10,000 required that you will not disclose nor use it directly or indirectly in case we would not come to terms. If interested in this excellent idea, communicate with me. L 504.

GOLD INK—At Last a Success!

"OROTYP" combines perfect working qualities with a brilliant, smooth, finished appearance. We shall be glad to demonstrate this fact to any interested printer by shipping a one-pound can ***on approval.*** Light Gold, Deep Gold, Copper and Aluminum — $3.00 per pound. Liberal discounts to jobbers.

Manufactured by THE CANADIAN BRONZE POWDER WORKS
Montreal — Toronto — Valleyfield.

Sole Agent and Distributor in the United States: **JAS. H. FURMAN,** **186 N. La Salle Street, Chicago**
100 William Street, New York

NOTICE — Having a job-printing plant, also engaged in other business which requires most of my time, will sell job plant complete, or one-half interest to printer capable of running printing end. For particulars, write B. B. O'NEALE, Clarksburg, W. Va.

PUBLISH a magazine in your county. Write to-day for our ready prints. UNITED MAGAZINES PRESS, Main and Market, St. Louis, Mo.

Publishing.

WE WANT a small trade or class publication which can be bought cheap. HARRIS-DIBBLE COMPANY, Masonic bldg., New York city.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs at any drug store about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — Blackleading machine; single brush; Ostrander make; $90. ERIE ELECTROTYPE WORKS, Erie, Pa.

FOR SALE — Cases, news and italic cases; in good condition; will sell cheap. THE H. O. SHEPARD CO., 632 Sherman st., Chicago, Ill.

FOR SALE — C. & P. Jobber, 8 by 12 inch, foot power. Attachments, complete outfit, type, etc., for printing cards, letter-heads, etc. All perfect and almost new; $50 takes it, complete. B. A. CHISHOLM, Springfield, Ohio.

FOR SALE — Rebuilt and secondhand paper cutters: 32-inch Oswego, power; 44-inch Brown & Carver, hand clamp; 63-inch Brown & Carver Automatic, with treadle and hand clamp; 25-inch Golding, power; 30-inch Challenge, hand clamp, power; 33-inch Sheridan Automatic; 34-inch Seybold Holyoke, plunger style; 44-inch Seybold Twentieth Century; 45-inch Kent Automatic; 48-inch San born Star; 56-inch Sanborn Keystone; 64-inch White Automatic. Particulars and prices on request. OSWEGO MACHINE WORKS, Oswego, N. Y.

FOR SALE — Simplex typesetting machine and 1,000 pounds of 10-point type — old-style roman; a good investment for a country newspaper in a small office. Low price for a quick sale. REAL ESTATE PTG. & PUB. CO., 9 and 11 N. High st., St. Louis, Mo.

FOR SALE — Universal, 14 by 22 inside measure, to make room for larger machine. Is in first-class condition. A. JERGENS CO., Cincinnati, Ohio.

GOSS PERFECTING PRESS — 8 and 12 page Clipper, 8 iron tables, steam-table furnace, stereotyping outfit, all complete, except rollers for press, in first-class condition; cost new, $9,000; cash price, $2,000. L 500.

HELP WANTED.

Estimators.

WANTED — An estimator. A thorough knowledge of the printing business required. A man experienced in correspondence preferred. The position is permanent and offers every opportunity for advancement. References required. L 447.

Foremen, Managers and Superintendents.

WANTED — Working foreman to take complete charge mechanical department of medium-sized, up-to-date shop; Monotype, three platens, cylinder and complete bindery; permanent position and brilliant future for man of ability to get work out right; state salary and full particulars in first letter. BOTZ & SONS PRINTING CO., Sedalia, Mo.

Pressmen.

GORDON PRESSMAN WANTED to look after Chandler & Price presses; Northwest; wages $15 to start. L 359.

Salesmen.

PRINTING SALESMAN of exceptional ability and experience in selling best grade catalogue work; splendid opportunity. GRIFFITH-STILLINGS PRESS, Boston, Mass.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $4.

N. E. LINOTYPE SCHOOL, 7 Dix place, Boston, Mass. Six-machine plant, run solely as school; liberal hours, thorough instruction; our graduates succeed. Write for particulars before deciding.

SITUATIONS WANTED.

DO YOU WANT HELP FOR ANY DEPARTMENT? The Inland Printer Employment Exchange has lists of available employees for all departments, which will be furnished free upon receipt of stamped, self-addressed envelope. THE INLAND PRINTER COMPANY, 632 Sherman st., Chicago.

All-around Men.

YOUNG MAN, with 12 years' all-around experience as pressman and compositor, desires position in city or country. L 518.

Artists.

ARTIST — Retoucher and designer wants to make a change. L 166.

Bookbinders.

ALL-AROUND bookbinder wishes to change, West or Southwest preferred. L 497.

BINDERY FOREMAN, practical man, good executive, thoroughly experienced in all branches, is looking for a good printing house, to take charge of their bindery. L 459.

BOOKBINDER — Edition forwarder and gilder, with some experience as finisher; wants to change location; 8 years with present firm. L 484.

BOOKBINDER FOREMAN, thoroughly competent on any work, loose-leaf expert, wishes position. FRED KORSMEIER, 59th and Agnes st., Kansas City, Mo.

Compositors.

ALL-AROUND HIGH-CLASS PRINTER, can do hand-lettering and designing, wants to connect with a growing, up-to-date printing-office in Chicago; union. L 490.

Electrotypers.

ELECTROTYPERS — Man of good appearance and education, familiar with office details and capable of looking after outside work, with 10 years' experience, desires position in New York city or vicinity; has practical experience as pressman. L 299, care INLAND PRINTER, Tribune bldg., New York city.

Engravers.

COLOR ETCHER (Scotch), with first-class London experience, seeks charge of department. L 508.

Foremen, Managers and Superintendents.

COMPOSITOR, union, good all-around man, expert estimator, with ability to push out work, able to take charge of small or medium-sized office, seeks situation, western territory. Address PRINTER, 4881 King st., Denver, Colo.

MANAGER OR SUPERINTENDENT of the mechanical department of a first-class letterpress or lithographic plant. Thoroughly competent in all details from the art department to sweeping floor. Discipline, system, economy and energy combined. Equally competent in office or selling capacity, but prefers mechanical. Five years in present position as manager. Will consider any proposition of $3,000 salary or over. Best of references. L 407.

MANAGER, SALES MANAGER or superintendent, thoroughly familiar with all branches of the business, especially high-grade catalogue and commercial work, also with the installation and operation of cost system. Capable executive and estimator. At present sales manager. Give full information and salary first letter. L 510.

PRESSROOM FOREMAN, practical man in lithograph and letterpress departments, adapted to finest color and process work and embossing, offset on two and three color presses, automatic feeders. FOREMAN, care Ryerson, 233 34th st., Brooklyn, N. Y.

PRINTER FOREMAN — A journeyman union printer, of twenty-seven years' experience, with thorough knowledge of all details of printing, newspaper, book and job, and who can superintend or manage the largest establishment, wants the position of manager, foreman or superintendent of a large daily paper or a first-class job-printing house. Highest credentials as to character, capacity and executive ability. L 494.

Foremen, Managers and Superintendents.

PRINTING SUPERINTENDENT OR MANAGER — Man with exceptional experience, will make change October 1, long experience as printer, foreman, superintendent and manager, 35 years of age, good executive and organizer, familiar with paper stock, experienced estimator, successful salesman. Prefer medium-size city in South or Middle West. If you are looking for a high-grade result-getter, write L 109, care INLAND PRINTER.

Make-ups.

SITUATION WANTED — By a make-up and lock-up, on a weekly or monthly; experienced, all-around printer. L 503.

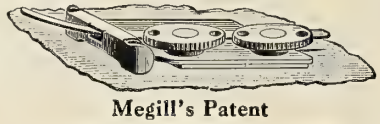
QUICK ON



Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

MEGILL'S
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

Operators and Machinists.

FIRST-CLASS MACHINIST, with references, desires position; union. Address JOHN P. L. McHALE, 35 DeRussey st., Binghamton, N. Y.

JOB-NEWS COMPOSITOR — A-1, wishes position; experienced job and news make-up; Mergenthaler linotype machinist-operator; all-around man; up-to-date method. Union preferred. L. J. WALTERS, Salem, N. J.

Pressmen.

A FIRST-CLASS CYLINDER PRESSMAN desires a change, prefer to have charge of pressroom. Up to date and reliable, can give any information desired. Address PRESSMAN, 1643 W. 4th st., Davenport, Iowa.

DUPLEX PRESSMAN of extraordinary ability desires position on either 8 or 12 page angle-bar Duplex press, 12-page preferred; results guaranteed and can also furnish the very best reference. L 481.

PRESSMAN, thoroughly competent in every line of the business, desirous of taking charge; references. Price determined on demonstration of ability. Will go anywhere, but South or Pacific Coast preferred. L 491.

PRESSMAN, who at the present time is superintendent of a pressroom for a well-known high-grade catalogue and color-printing house in New York city, and who thoroughly understands presswork, having good executive ability to handle help for the production of good work economically, wishes to locate in the Middle West in a similar position. L 505.

PRESSROOM SUPERINTENDENT — Experience in largest houses, finest magazine and color work. First-class references. L 507.

SITUATION WANTED as working foreman by cylinder and web pressman. 15 years' experience. L 514.

Proofreaders.

PROOFREADER, experienced on book and scientific work, employed by a large publishing house, desires change of position. L 495.

Rulers.

WANTED — Position by a first-class paper ruler; married; good habits and can give good references. L 486.

Stonemen.

STONEMAN-COMPOSITOR — Experienced on blank-book, catalogue and commercial work; understand mechanism of Linotype; can lay out work; age 24; non-union; $22.50 lowest. L 485.

BUSINESS DIRECTORY.

Advertising Blotters.

AN ATTRACTIVE BLOTTER sent out each month is the best advertising a printer can use. We furnish a three-color cut and copy to one printer in a town or city. They will build business for you. Try it. Samples free. WM. J. PLATT & CO., Adv. Specialists, Bridgeport, Conn.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plates, strong wording and complete "lay-out" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 North 3d st., Columbus, Ohio. 8-12

Bookbinders' and Printers' Machinery.

DEXTER FOLDER COMPANY, Pearl River, N. Y. Folding machines, automatic feeders for presses, folders and ruling machines. 2-12

Bookbinders' Supplies.

SLADE, HIPP & MELOY, Incpd., 157 W. Lake st., Chicago. Also paper-box makers' supplies. 1-12

Calendar Manufacturers.

HEAVY EMBOSSED bas-relief calendars. America's classiest line. Black and white, three-color and hand-tinted. SMITH-HECHT CO., Indianapolis, Ind. 12-11

Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-12

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, 168-172 W. Monroe st., Chicago. Electric-welded steel chases for job and cylinder presses. 7-12

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-12

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-11

Counters.

HART, R. A., Battle Crreek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks. 5-12

Cylinder Presses.

BARNHART BROTHERS & SPINDLER, 168-172 W. Monroe st., Chicago. Babcock drums, two-revolution and fast new presses. 7-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-12

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-11

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-12

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-12

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-12

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades, and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-12

Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue.

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestics guaranteed noncurling gummed papers. 5-12

JONES, SAMUEL, & CO., Waverly Park, N. J. Our specialty is Noncurling Gummed Paper. Stocks in every city. 2-12

Gummed Tape in Rolls and Rapid Sealing Machine.

JAMES D. McLAURIN & CO., INC., 127 White st., New York city. "Bulldog" brand gummed tape. Every inch guaranteed to stick. 6-12

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-12

Job Presses.

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, $200-$600; Embosser, $300-$400; Pearl, $70-$214; Roll-feed Duplex, Triplex, 8-12

Machine Work.

CUMMINGS MACHINE COMPANY, 238 William st., New York. Estimates given on automatic machinery, bone-hardening, grinding and jobbing. Up-to-date plant; highest-grade work done with accuracy and despatch. 1-12

Machinery.

BARNHART BROTHERS & SPINDLER, Chicago. New; rebuilt. 7-12

"IT DOES NOT TARNISH"

"Cramain-Gold" is a soft, pliable, brilliant, beaten Metal Leaf, easily applied—and non-tarnishing. Less than half the cost of genuine gold.

SAMPLES AND PRICES ON REQUEST

MANUFACTURED BY
CRAMER & MAINZER - Faerth, Bavaria

SOLE AGENT AND DISTRIBUTOR IN THE UNITED STATES
JAMES H. FURMAN
186 N. La Salle Street - - Chicago, Ill.
165 Broadway - - - - - New York

Reputable representatives wanted in all principal cities

Mail Lists.

LET US SET UP YOUR MAILING LIST — We will set up your mailing list in brand-new 10-point type, charging you 45 cents per pound for the new type and nothing for setting it up. LEICHT PRESS, Dept. I, Winona, Minn. 10-11

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 La Salle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-12

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC COMPANY, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-12

Paper Cutters.

DEXTER FOLDER CO., Pearl River, N. Y., manufacturers of automatic-clamp cutting machines that are powerful, durable and efficient. 2-12

GOLDING MFG. CO., Franklin, Mass. Lever, $130-$210; Power, $240-$600; Auto-clamp, $450-$600; Pearl, $40-$77; Card, $8-$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-12

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Photoengravers.

BLOMGREN BROTHERS & CO., 512 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-11

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-11

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-12

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms: 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-12

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-12

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-12

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-11

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-11

Pressroom Utilities.

SAVES ITS COST EVERY DAY. What does? A Tympan Gauge Square; 25 cents from all dealers. 10-11

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsyth st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-12

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia. 10-11

BUCKIE PRINTERS' ROLLER CO., 714 S. Clark st., Chicago; St. Louis, Detroit, St. Paul; printers' rollers and tablet composition. 6-12

MILWAUKEE PRINTERS' ROLLER CO., 372 Milwaukee st., Milwaukee, Wis. Printers' rollers and tablet composition. 1-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-12

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, 168-172 W. Monroe st., Chicago. Scientific printing-office equipments. 7-12

Proof Presses for Photoengravers and Printers.

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-12

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only $5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, $1. HENRY KAHRS, 240 E. 33d st., New York city. 11-11

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-12

BARNHART BROTHERS & SPINDLER, 168-172 W. Monroe st., Chicago. Type, borders, ornaments, electros, brass rule, galleys. 7-12

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st. and 15 Elm st., New York. 11-11

INLAND TYPE FOUNDRY, Standard Line type and printers' supplies, St. Louis, New York and Chicago. 11-11

TYPE AS GOOD AS IS MADE — Order your type from us; if it isn't satisfactory, send it back and get your money back; send for specimen sheets. PEERLESS TYPE FOUNDRY, Dept. I, Winona, Minn. 10-11

An Economical Necessity
ALWAYS RELIABLE — LOW IN PRICE
REDINGTON COUNTERS
Price, $5.00 U. S. A.
ADDRESS YOUR DEALER OR WRITE DIRECT
F. B. REDINGTON COMPANY, CHICAGO

Standard of the Government Printing Office
KEYBOARD PAPER
for the **MONOTYPE MACHINE**
COLONIAL COMPANY, Mechanic Falls, Me.
New York Office: 320 Fifth Avenue

Sell Your WASTE PAPER Direct to the Paper Mill
We are in the Market for PAPER STOCK
MARSEILLES WRAPPING PAPER COMPANY
MARSEILLES, ILL.


Cast by Mold from Woodcut

ADJUSTABLE HAND TYPE MOLD
FOR CASTING SORTS
A convenience; a time and money saver without equal in any printing-office. No waiting for matrices to dry. Put the letter or small cut in the mold, pour hot metal in and you have a matrix instantly; then cast up any number of duplicates you desire from the matrix. Send me a letter, 6 to 72 point, and I will cast you sample matrix and duplicates. SEND FOR CIRCULAR
ARTHUR S. TAYLOR
63-65 Main Street **YONKERS, N. Y.**

CARBON BLACK
MADE BY
GODFREY L. CABOT, Boston, Mass.
940-941 Old South Building
ELF **ECLIPSE (PN)** **B. B. B.** **DIAMOND** **ACME**

Quick Stringing Saves Time. Universal Loop Adjustable from ⅛ to ⅝ of an inch.

The **Universal Wire Loop**
Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.
Look Better and Won't Break or Wear Out!
Let us send sample and quote you prices.
WIRE LOOP MFG. CO.
(Successors to Universal Wire Loop Co.)
75 Shelby Street
DETROIT - - - - MICHIGAN

PATENTED
This cut illustrates one of the various sizes of hangers for books ¾ to 2 inches in thickness.

Cameo Results Hold Customers

The printing business that is built right, that grows with the least effort, is the business that is built on up-to-date methods. If you want to hold your customer, don't wait for him to see his competitor's booklet printed on Cameo paper by some other printer. A man need not be an expert to appreciate the quality of Cameo results. It enriches illustrations, deepens half-tones and dignifies type.



CAMEO PLATE



COATED BOOK—White or Sepia

If you want to get the very best results with Cameo, note these few suggestions.

Use deeply-etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

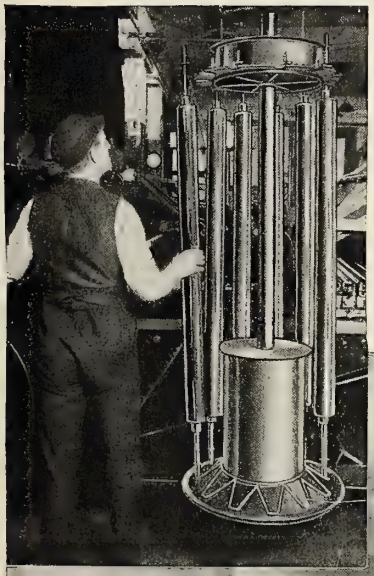
Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book.

S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

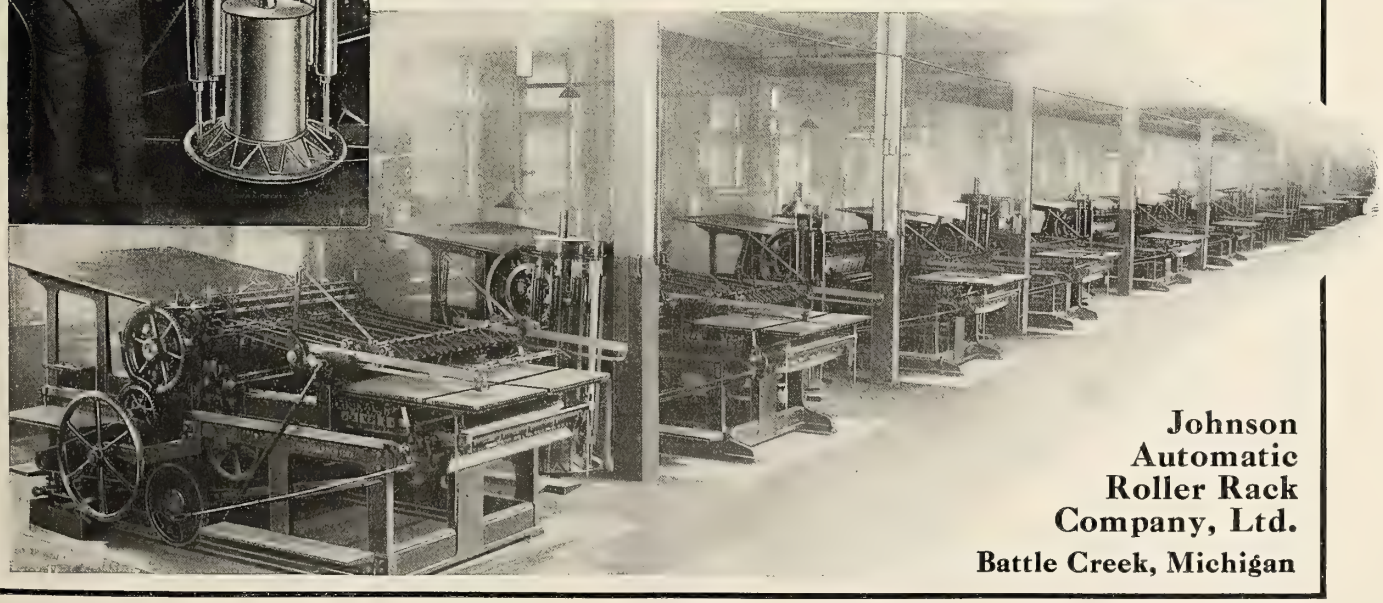


Cost Reductions in Your Plant

are not complete until you introduce "*The Johnson Way*" in your pressrooms

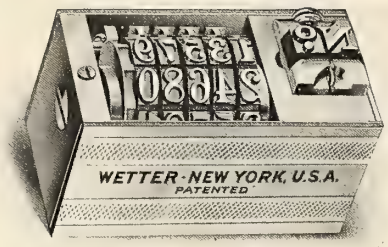
"The Johnson Way" has a recognized *great economy in press time* and *long, good roller life.*

Part of pressroom, Cargill Company, Grand Rapids, one of Michigan's finest printers



Johnson Automatic Roller Rack Company, Ltd.

Battle Creek, Michigan



MODEL 130

Five-wheel machine to automatically number from 1 to 99999

No 12356

FACSIMILE IMPRESSION

The WETTER

Is the Best Type-High Numbering Machine..

The name "WETTER" stands for the Best Type-High Numbering Machine possible to construct.

Has stood for this 26 years.

We would not risk our reputation by making anything but the Best. All dealers know this, but some dealers, not satisfied with a fair profit, recommend "something just as good"—you are the loser.

Insist on having a machine stamped with the name "WETTER."

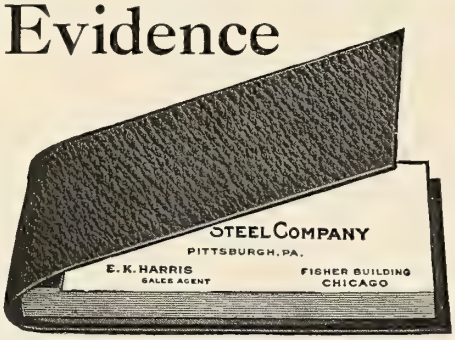
Can be "locked" in form same as type to number and print at one impression.

The ONLY Machine with a drop cipher that won't get LOW.

Sold by American Typefounders Company Barnhart Bros. & Spindler and All Dealers

WETTER NUMBERING MACHINE CO., Brooklyn, New York, U.S.A.

Use Your Own Card as Evidence



No matter who your customers are, you can always get their interest by detaching one of your

Peerless Patent Book Form Cards

and showing them the *smooth edge*, and the perfect cleanliness and handiness which is characteristic of them *only*.

Once they have seen the card and have had an explanation of the ultimate *economy* and *pleasure* of their use *as against a loose card*, you have a sure and abiding customer. And remember that if he comes to you for his cards he will come to you for the other printing and engraving he may need.

A trade-winner for itself, it brings other trade to you, because a user of the *Peerless Card* judges your other printing or engraving by the printing or engraving on these cards, and their style, finish, quality and economy. If it will establish the quality of your shop, you want it, just as a trade asset.

Send for a sample tab of the cards, detach them for yourself: show them to one or two of your present customers and see how impressed both of you become with them. If they impress you they will impress others. See them for yourself.

The John B. Wiggins Company

Engravers, Plate Printers, Die Embossers

7-9 East Adams Street Chicago

Watson Motors

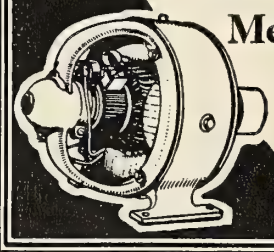
Increase Press Room Profits

Cut down cost of operation on printing, cutting and binding machinery. Individual motor drive is the only logical and efficient power for the printing plant.

It's clean, economical and convenient—takes up little space and does not shut off light like shafting.

You run no risks. Unlike shaft and belt drive it does not endanger the lives of employes. Watson Motors are light, compact and well ventilated. No danger of their becoming hot or burning out. Capable of wide speed variation, they suit the printers' every need.

Made in ¼ to 40 h.-p. for direct or alternating current service.



Mechanical Appliance Company

Milwaukee, Wis.

Dept. B

WRITE FOR SAMPLES

If its ENGRAVED or EMBOSSED "WE DO IT"

TELEPHONES RANDOLPH 805-806

WM. FREUND & SONS

EST. 1865 INC. 1893

WEDDING INVITATIONS · BOOK PLATES
MONOGRAM STATIONERY · CARDS · MENUS
DANCE PROGRAMS · CLUB INVITATIONS
BUSINESS STATIONERY · ETC.

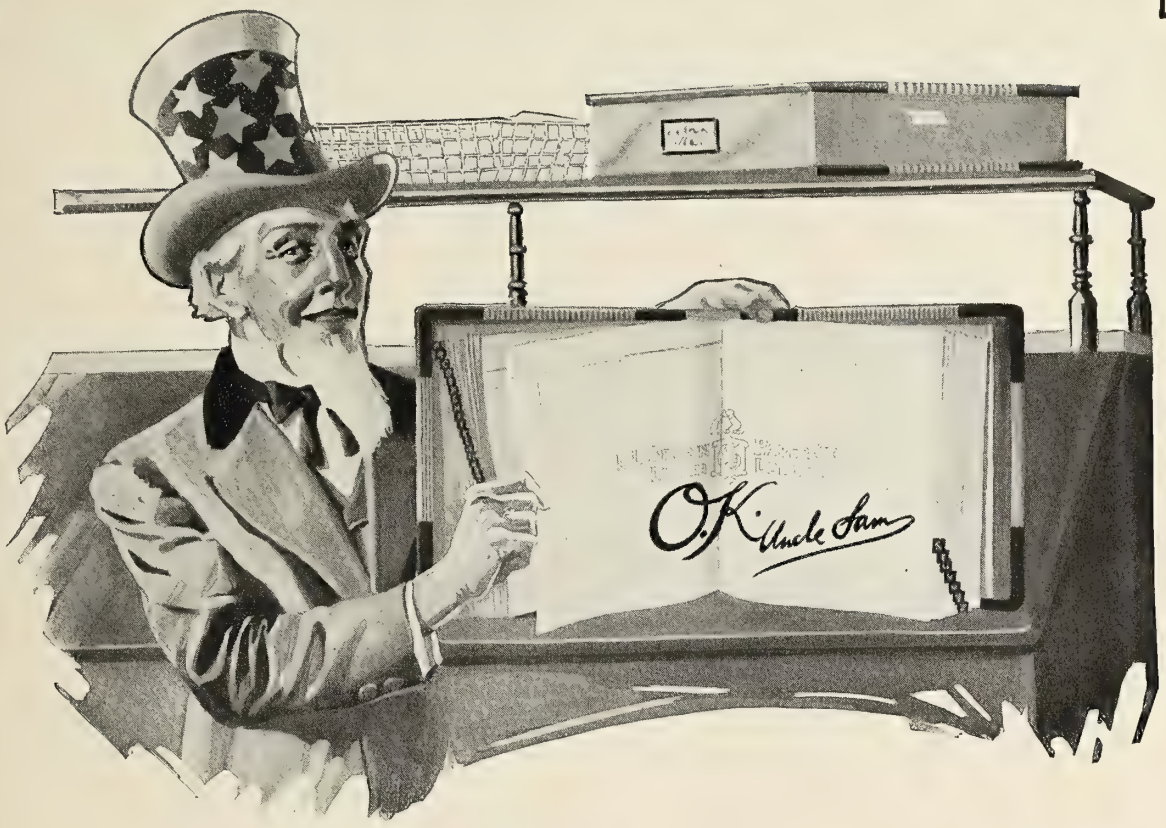
STEEL AND COPPER PLATE

ENGRAVERS AND PRINTERS

STEEL DIE EMBOSSERS

16 TO 20 E. RANDOLPH ST., CHICAGO

ENGRAVERS TO THE TRADE



Brown's Linen Ledger Paper Is Uncle Sam's Standard

YOUR Uncle Samuel is mighty particular about his ledger and record papers, for government records must be preserved. Papers on which they are written have to stand wear and tear and bear legible imprints for ages.

That's why Brown's Linen Ledger and Record Papers are the U. S. Government standard.

They are so strong and tough that constant handling doesn't injure them. They possess excellent writing and erasing qualities. They never turn yellow with age. They rule clean and sharp.

RECOMMEND Brown's Linen Ledger Paper to your customers who want ledgers and record books for particular purposes, or who want loose-leaf ledgers with pages that won't tear out.

Beyond satisfying your customers, they rule most satisfactorily. No matter how fine or close the ruling, they rule without missing, blurring, filling or clogging the pens.

Write for Sample-books.

We also manufacture All-Linen and Bond Papers of the better grades.

L. L. BROWN PAPER COMPANY
Adams, Berkshire County, Mass.
Established 1850

Facsimile of the water-mark which is in each sheet





'A Run For Your Money'

GET OUT YOUR BUSINESS STATIONERY NOW AND WRITE:

"HERRICK,—Here's a quarter for the 4 HERRICK CUT BOOKS showing 400 good one and two color cuts for my blotters, folders, mailing cards, etc. If I don't like the books you're to send back my quarter."

ISN'T THAT FAIR?

Then send on your 25c.; you can take it off the first $3.50 order. The books will give you a lot of valuable advertising ideas.

THE HERRICK PRESS, 626 So. Michigan Ave., Chicago

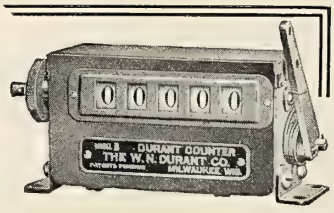
WE MAKE DRAWINGS OF ALL KINDS. WRITE US.

LIE? NO, SIR!!

DURANT COUNTERS

tell the truth. Reliable, sensitive, accurate, positive; furnish record unchallengable. Our job press attachments are equally dependable.

THE W. N. DURANT CO.
528 Market St. Milwaukee



SUMMER *and* PADS

Summer is the most trying time of the year for the padmaker. That is, the padmaker who is not using **R. R. B. Padding Glue. IT** can be relied upon at all times of the year. A good time to try it is **now.**

ROBERT R. BURRAGE

83 Gold Street NEW YORK

STEEL DIE ENGRAVING

FOR POWER AND HAND PRESSES

STEEL AND COPPER PLATE ENGRAVING
STEEL PROCESS PLATES
VIGNETTES
DESIGNING

ENGRAVERS EXCLUSIVELY

Geo. T. Rosendale & Co.
319-321 S. LA SALLE ST. CHICAGO

"Flexible" Pad Composition for Printers

The result of 12 years experience manufacturing scratch pads—"The kind that don't fall apart." Send for net price-list that will show you a real saving on either large or small quantities, and insure the best of glue for your padding department.

CHAMPLIN-YARDLEY CO.

220 W. Kinzie Street CHICAGO



RUBBER STAMPS

AND SUPPLIES FOR THE TRADE

YOUR customers will appreciate our prompt service.

Send for "Illustrated Catalogue and Trade Discounts"

The Barton Mfg. Co., 335 Broadway, N. Y.

A Modern Monthly— All About PAPER



THE PAPER DEALER gives the wanted information on the general and technical subject of **Paper**

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. No dollar could be spent more profitably for a year's reading. Printed on enamel book paper.

THIS SPECIAL OFFER

Includes 1911 and 1912 at the very special rate of $1.50 instead of $2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

The PAPER DEALER
164 WEST WASHINGTON STREET, CHICAGO

"Roughing" for the Trade

We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color halftone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

THE HENRY O. SHEPARD COMPANY

632 Sherman Street CHICAGO



The Central Ohio Paper Co.

COLUMBUS, OHIO.

¶ Exclusive manufacturers of the Famous Swan Linen paper for high-class Stationery and "Swansdown" Enamel Paper. Gives any book a finished look. Write for dummies. Prompt shipments.

"Swan Delights Whoever Writes."

LINO-TABLER CHICAGO—NEW YORK **GUARANTEES LINOTYPERS 1/4 LOWER TABULAR COST $25**



MAKE MONEY

by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—*More Impressions* and *Better Work.* ***For Chandler & Price, Challenge, and all Gordon Presses.***

Get a descriptive circular from your dealer or send to us.

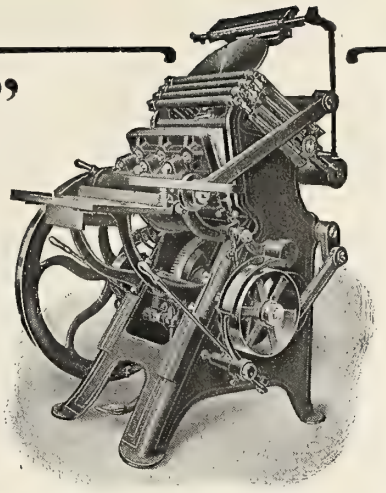
THE WAGNER MFG. CO., Scranton, Pa.

Latest

Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment

(Unexcelled)

"Prouty"



Obtainable through any Reliable Dealer.

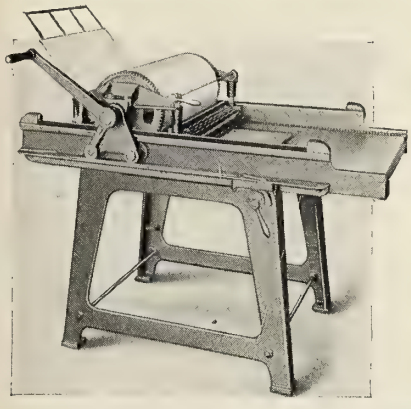
MANUFACTURED ONLY BY

Boston Printing Press & Machinery Co.

OFFICE AND FACTORY
EAST BRIDGEWATER, MASS.

The Composing-Room Cylinder

FOR FORMS UP TO 25x25½ INCHES



You need a Composing-Room Cylinder in **your** plant.

The Vandercook Composing-Room Cylinder is a proof press that produces, **immediately** and **without make-ready,** proofs equal to the work of a cylinder press. Automatic inking; feeds to grippers, or sheets may be laid on form.

You **must** appreciate what this means to **you.**

It is a money-saver. You don't need to hold up your regular presses for make-ready. Make ready on the Vandercook. Defective material will show up immediately. No lock-up or even tie-up necessary.

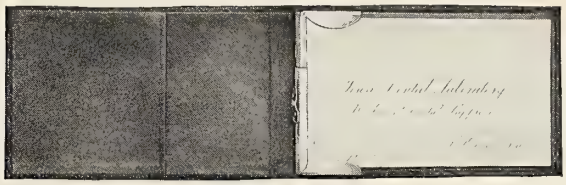
The great saving of time and the great satisfaction to your customers means money to you.

People are demanding press proofs. Furnish them at the least possible expense—before your competitor does.

You need a Composing-Room Cylinder.

EASTERN SALES COMPANY
MANUFACTURERS
1524 Peoples Gas Bldg. CHICAGO

SOMETHING NEW IN A CARD CASE



PATENT PENDING

SCORED, TABBED OR PERFORATED CARDS NO LONGER NECESSARY, AS THIS CASE HOLDS LOOSE CARDS FIRMLY IN PERFECT BOOK FORM

It fills a long-felt need, as the different sizes, with the adjustable feature, will *fit any size of business, professional or visiting card.* Case holds twenty-two 2-ply cards and any card in the case may be withdrawn easily without disturbing the other cards. The only case in which a folding card can be used. If too many cards are withdrawn, they can be replaced in case easily, instantly and securely. Cards can not become soiled in pocket. If this case is used, a neat, clean card is always ready for delivery.

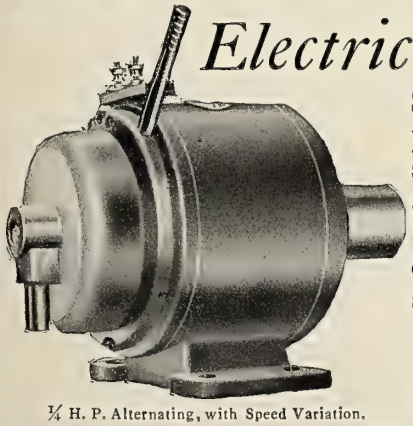
Complete Descriptive Circular and Wholesale Prices Upon Application

MURRAY ENGRAVING COMPANY

136 W. Lake Street *Chicago, Ill.*

SOLE MANUFACTURERS AND SELLING AGENTS

Electric Motors for Printers' Machinery



¼ H. P. Alternating, with Speed Variation.

Send us your inquiry, telling us your needs, and we will make your calculations to get proper speeds. We make a specialty of special motors for special work. We manufacture new motors, sell used motors, or will repair motors.

Special ¼ h. p. alternating current motor, with variable speed control, for job presses up to 12x15 size, $35.00; direct current, similar size, $20.00 and upward.

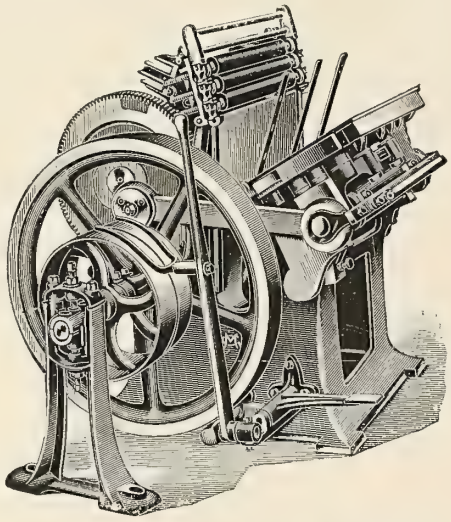
If you need motors quick, we have them and at reasonable prices

Fidelity Electric Company, Lancaster, Pa., U.S.A.

When You Buy

The Improved Universal Press

you will add to your equipment a press having proven efficiency and durability. This press is a splendid exemplification of the manufacturer's wide experience in the knowledge of knowing the present-day requirements of the printer. It will pay the printer to look ahead for his wants and



investigate THE UNIVERSAL, for it is an investment bound to prove the fullest satisfaction. It is especially adapted to high-class work, such as half-tone, four-color cuts, embossing, cutting or creasing. In fact—THE UNIVERSAL press supplies the greatest amount of service at the least cost of production —a vital feature to be closely examined by the buyer.

The National Machine Co.

Manufacturers

Hartford, Connecticut

Sole Canadian Agents: MILLER & RICHARD, Toronto and Winnipeg

Your Opportunity Now

WHY STICK to the mechanical end of the business when the education of the business end of the business is open to you?

AS A SUPERINTENDENT OR FOREMAN, you reach the end and a standing salary.

AS AN ESTIMATOR, you can command a salary and become absolutely indispensable to your firm.

Learn Estimating by Mail

THERE are thousands of firms looking for competent estimators.

ORGANIZATIONS in every part of the country are trying to find men to supply the demand.

ANY fairly intelligent employee of a printing house can school himself in the art of estimating with our Simplified Method by mail.

SOLD on the Installment Plan, $10.00 down, $5.00 per month for three months following — $25.00 entire cost. Twelve lessons in six months. Key sheet and general information on costs, etc.

YOU do not neglect your work while completing your course.

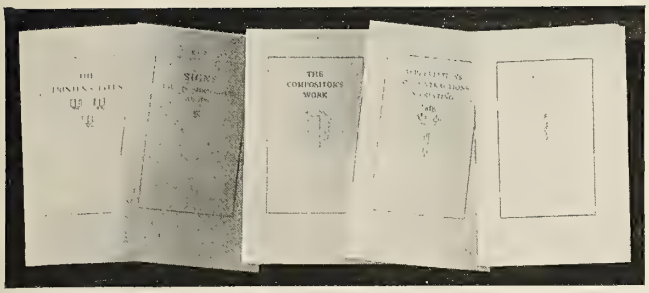
Subscribe Now

THE MASTER PRINTER PUBLISHING COMPANY

1001 Chestnut Street

PHILADELPHIA, PA.

Department 11



SELECT FIVE *of* THESE HANDSOME LEAFLETS

YOUR CHOICE of any five of these ten booklets will be sent to you free, provided your list accompanies a year's subscription (with the necessary $2.50) to THE GRAPHIC ARTS, starting with the October or November issues. This series of booklets, giving information relating to type composition and printing, was printed at the School of Printing, North End Union, Boston, and are in themselves excellent examples of good booklet-making.

THE PRINTER'S TYPES
A brief description of their mechanical features, composition, sizes, etc. 24 pp.

SIGNS USED IN PRINTING AND WRITING
A compilation of punctuation, commercial, astronomical, and medical signs, proof-readers' marks, etc., for the use of printers' apprentices. 16 pp.

THE COMPOSITOR'S WORK
A leaflet for beginners. Includes a brief list of technical terms. 26 pp.

ABBREVIATIONS AND CONTRACTIONS
When to use them and when to spell in full, with list of common forms. 22 pp.

USE OF ITALIC
Hints about the common uses of italic in combination with roman. 15 pp.

QUOTE-MARKS
An epitome of general rules and customary usages, with examples of their use. 12 pp.

USE OF CAPITALS
Giving many general rules for capitalizing, as well as spacing and leading. 19 pp.

PRINTERS' PROOFS
The methods by which they are taken, marked, and corrected; with list of proof-readers' marks. 31 pp.

DIVISION OF WORDS
Contains many general directions and rules, with examples. 12 pp.

MODERN METHODS OF PRINTING
A brief description of the relief, intaglio, and plane-surface printing processes. 22 pp.

NATIONAL ARTS PUBLISHING COMPANY
200 Summer Street, Boston, Mass.



Navinger Enjoys Having'er

(Awful, isn't it?)

W. A. Navinger, Manager of the Automatic Printing Co., of Durango, Colo., writes:

"The Kimble Motors are certainly all right, better in every particular than represented. The longer we use them the better we like them.

"The Kimble Motors are in a class by themselves, superior in every way to any motor we have had experience with, and we have tried a good many different makes.

"There are so many good points about the Kimble not found in any other make that we can not refer to them all separately here, but wish to say we are more than pleased with them, and believe our power troubles are over, as all new motors purchased from this on will be Kimbles.

"You may use our name as a reference if you desire, and we will be glad to tell any one who may write us what we think of Kimble Motors."

"Kimble-izing His Shop"—Don't You See?

And paralyzing his power bill
And putting an end to power troubles
And stopping a lot of losses
And saving a lot of cussing

KIMBLE A. C. PRINTING-PRESS MOTORS

Are Different—and Better

They are *built* for printing-presses, and their exclusive *variable speed* feature makes them the only motors that have any *business* in a printing-office.

"A Touch of the Toe
To Go Fast or Slow"

And when you cut the speed, you cut the power bill proportionately.

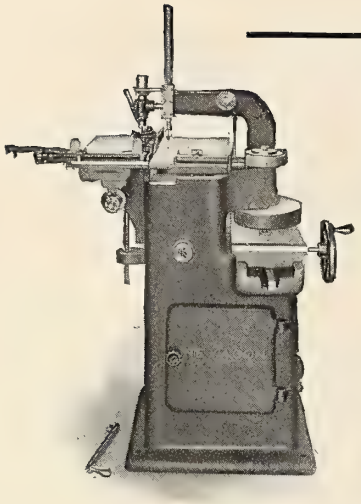
The Right Motor for Each Machine

Variable speed, single-phase, A. C., friction drive, ¼ h.-p. to ½ h.-p. for jobbers
Same type, belt drive, ¾ h.-p. to 2 h.-p. for extra large jobbers or ponies.
Variable or constant speed, polyphase, A. C., up to 10 h.-p. for cylinder presses, cutters, folders, linotypes, stitchers, etc.

All Made Specially for the Printer and All GUARANTEED FOR TWO YEARS

Send for our proposition. We take all the risk; but we KNOW

Kimble Electric Company
1125 Washington Boulevard *Chicago*



HEXAGON SAW-PLANER

CONCENTRATED EFFICIENCY

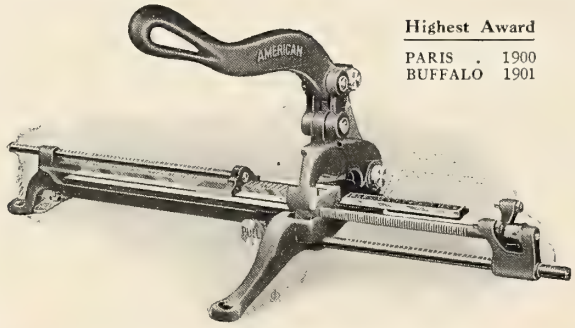
IMMENSE SAVINGS

INVARIABLY FOLLOW THE INSTALLATION
OF THIS COMPOSING-ROOM MACHINE

WE WILL SEND YOU ONE TO TRY FOR THIRTY DAYS

HEXAGON TOOL CO. 321 Pearl Street, NEW YORK

AMERICAN LEAD AND RULE CUTTERS



Highest Award
PARIS . 1900
BUFFALO 1901

There are none "Just as Good"—None NEAR as Good

FORM A CLASS BY THEMSELVES

Gauges adjust instantly and lock automatically to nonpareils—No. 30 also gauges to points.

Permanently accurate. No slipping. No guessing. Quick, Sure and Accurate Results—that's all.

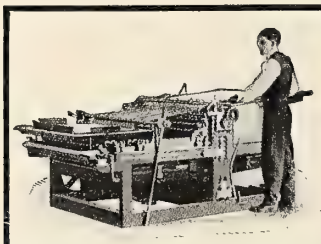
If you want the Best, you *must* get an AMERICAN.

Made to both American and European (Didot) Systems.

Sold by Reputable Dealers throughout the World

MADE ONLY BY

H. B. ROUSE & COMPANY 61-63 Ward Street CHICAGO, U. S. A.



SWINK TWO-REV. PRESS

SPECIFICATIONS: Size of bed, 27 x 40 in.; size of sheet, 25 x 38 in.; size of type, 23 x 26 in.; floor space, over all, 5 ft. 8 in. x 8 ft. 10 in.; floor space, foundation, 4 ft. 6 in. x 6 ft. 8 in.; front fly or carrier delivery; speed per hour, 2 400; horse-power required, 2

Write for Catalogue and List of Users

WANNER

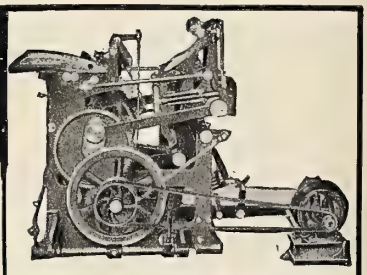
MACHINERY CO.
A. F. WANNER PROP.

215-223 W. Congress St., near 5th Ave., CHICAGO, ILLINOIS

Phones: Harrison 6889 Auto. 52-889

INDEPENDENT SALES AGENTS

Printers' and Binders' Machinery
Composing-Room Furniture
Type and Supplies

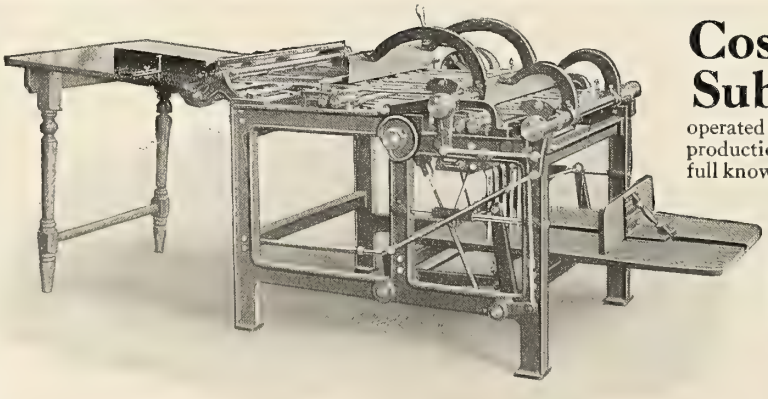


AUTO FALCON PRESS

SPECIFICATIONS: Size inside chase, 18¾ x 12½ in.; speed per hour, 3,500; three form and one distributing rollers; automatic feed; automatic delivery; print from type forms; perfect register; manufactured for 12 years—2,000 in use. Factory now—DOVER, N. H.

Write for Catalogue and List of Users

LARGEST STOCK REBUILT MACHINERY ∴ **Write for List** ∴ **NOVEMBER BARGAINS**



Cost Is a Vital Bindery Subject

The profit-making bindery must be equipped with reliable and economically operated folders, otherwise there will be no limit to cost of production. This folder is constructed *scientifically*, with the full knowledge of all requirements that make for a perfect folder.

THE ANDERSON
TWO-FOLD PARALLEL FOLDER

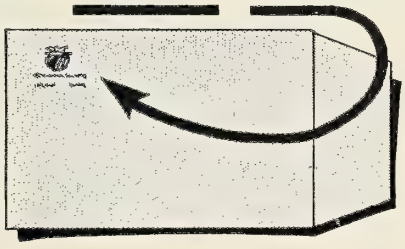
thoroughly dependable and a satisfactory investment. Built for folding 4, 6 and 8 pages, either single or in gangs; 16 or 32 page booklets can be folded by feeding through a second time.

Mechanical features and what this folder will do for you will be cheerfully explained to any one interested.

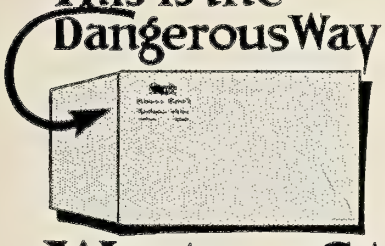
C. F. ANDERSON & CO.
712 S. Clark Street **Chicago, Ill.**

Furnish Your Catalog Envelopes *with the* Return Card Printed on the Safe End

YOUR customers don't want their valuable catalogs and advertising matter thrown out of the envelopes in mail handling. Neither do you want to print the return card on the safe end over the humpbacked seam at the bottom.



Print Before They're Made



That's the answer. We will furnish you accurate layouts for printing your sheets in any way you please,—back, front, or both, avoiding all seams and saving you press-work. Our new machinery will make up your sheets into the neatest end-opening envelopes you ever furnished. It's a better deal every way than you can get with ready-mades—and you have the talking point that the contents are always safe from the mail clerk's "throwing."

That's not the only trade-getting wrinkle we have for the modern printer and lithographer. *Better write and get acquainted.*

Western States Envelope Co. *Milwaukee*

Manufacturers of "Sure Stick" Envelopes for Printers and Lithographers

Cost Reduction and Folder Efficiency

Attainable in the Highest Degree with

The CLEVELAND FOLDER



No Tapes—No Knives—No Cams Used in Folding

Perfect Register—Highest Speed

Has range from 19½ x 38 to 2 x 3 in Parallel and from 19½ x 27 down to page 2 x 3 in Book Folds.

FOLDS AND DELIVERS 4s, 6s, 8s, 10s, 12s, 14s and 16s, Single or in Gangs.

Endorsed by Repeat Orders

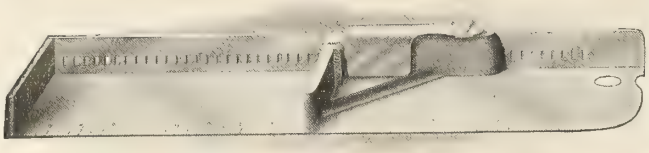
Installed on an unconditional guarantee of absolute satisfaction.

SEND FOR SAMPLE FOLDS

***The* CLEVELAND FOLDING MACHINE COMPANY, Cleveland**

ROUSE JOB STICKS SET THE PACE

STANDARD THE WORLD OVER



¶ Used by particular printers everywhere in preference to all others.

¶ Positively unrivaled for accuracy, convenience and durability.

SIZES AND PRICES

LENGTH	1⅜ INCH	2 INCH	2¼ INCH	2½ INCH	PLATING
6 inch	$1.65	$1.75	$1.85	$1.95	$0.25
8 inch	1.90	2.00	2.10	2.20	.30
10 inch	2.15	2.25	2.35	2.45	.35
12 inch		2.50	2.60	2.70	.40
15 inch		3.00	3.10	NOT	.50
20 inch		3.75	3.85	MADE	.60

Made to both American and European (Didot) Systems

FOR SALE BY REPUTABLE DEALERS THROUGHOUT THE WORLD

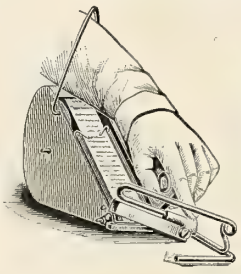
Made only by

H. B. ROUSE & COMPANY

61-63 Ward Street, CHICAGO, U. S. A.

The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

BLUE BUFF GRAY

Recently Added to Our

"Oxford Ledger"

In stock 17 x 22 - 24 lb. and 22 x 34 - 48 lb. Envelopes to match in 6¾ and two-fold sizes

A high-grade letter-head paper at a moderate price. 8½c per lb.

Parker, Thomas & Tucker Paper Co.

514-522 Sherman St., Chicago

Printers Should Consider

that their work is made visible only by the ink they use.

Good Ink adds to the appearance of your work, to your revenues, and standing. Bad ink spoils job profits, and reputation.

HUBER'S INKS

Make Successful Printers

J. M. HUBER 528 S. Dearborn St. CHICAGO

JOHN MIEHLE, Jr., Mgr.

NEW YORK BOSTON PHILADELPHIA BALTIMORE ST. LOUIS

THE PRINTING ART

"The Fashionplate of Printerdom"

THE HANDSOMEST PRINTING-TRADE JOURNAL PUBLISHED

DESIGN, typography, colorwork, engraving, and other features are fully covered each month. It is a publication that interests equally the employing printer, compositor and pressman, as well as the publisher, engraver, and booklover.

Annual subscription, $3.00; single copies, 30 cents. Foreign subscriptions, $5.00, including postage. Canadian subscriptions, $3.75 per year. Mention this magazine and secure a free sample copy.

THE PRINTING ART

Cambridge, Mass.

"What Dictionary Is the *Best* for Our Proofreader?"

The *Best* is a NEW CREATION

WEBSTER'S NEW INTERNATIONAL

THE MERRIAM WEBSTER

It contains the *pith* and *essence* of an authoritative library covering every field of the world's thought, action and culture. This new work should be ready at hand for daily use in your establishment.

THE BEST



Because it is *the only new* unabridged dictionary in many years. The most complete record published for the use of the English language.

Because it defines over *400,000 Words;* more than ever before appeared between two covers. *2700 Pages. 6000 Illustrations.*

Because it is the *only* dictionary with the new divided page. A "Stroke of Genius."

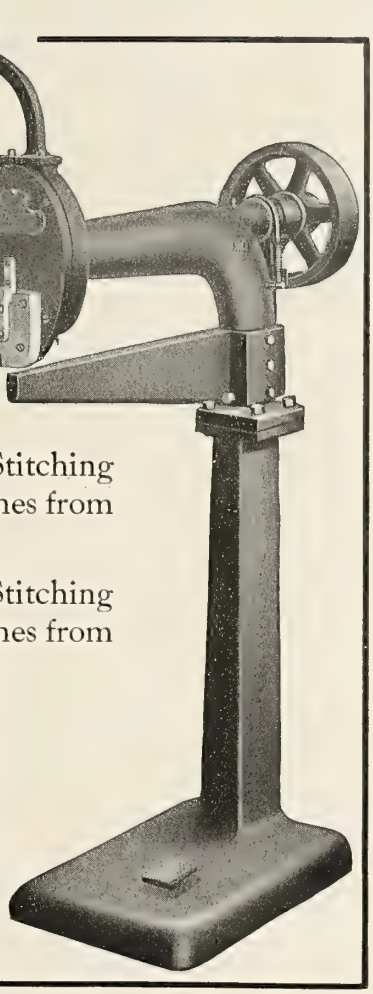
Because it is an encyclopedia in a single book. Type matter equivalent to that of a 15 volume set.

Because it is accepted by the Courts, the Schools, and the Press as *the one supreme authority.*

Write for sample pages, full particulars, etc. Name The Inland Printer and receive FREE a set of pocket maps.

G. & C. MERRIAM CO., Springfield, Mass., U. S. A.

No. 4 Box Machine



12-inch Arm — Stitching point 36 or 44 inches from the floor.

20-inch Arm — Stitching point 36 or 44 inches from the floor.

MANUFACTURED BY

The J. L. Morrison Company

534 So. Dearborn St. Chicago

New York London Toronto

"Perfection" Stitchers for all purposes

You have an unusual opportunity to reach the Office Appliance Dealer, Retail Stationer, and Purchasing Agent, through only ONE medium — the

Inland Stationer

Business Equipment Journal

¶ An examination of the magazine itself shows you why.

¶ The Office Appliance Dealer and the Retail Stationer subscribe for it because it handles the selling end of their lines in a business-like manner. Every issue contains articles of sales plans of real practical value.

¶ The Purchasing Agent subscribes for it because it keeps him in close touch at all times with the latest and best developments in business equipment.

¶ You can reach all three with *one* advertisement and at *one* price by using *only* INLAND STATIONER—**BUSINESS EQUIPMENT JOURNAL.** Let us send you some important facts.

Inland Stationer

Business Equipment Journal

624-632 Sherman Street
Chicago

Gold and Silver INKS

For Letterpress Printing That Work and Print Right

Gold in various shades, Copper, Aluminum (Silver) and Colored Bronze Inks. Print on Coated stock such as Enamel Book, Coated Litho or Plate and Glaze or Flint Papers, Coated or Enamel Card Stocks, Import Bag Papers (Transparent Parchmyn Paper), etc.

BETTER THAN BRONZE

Our New Process Gold and Aluminum Inks give remarkable results on all Rough Covers, Bonds and Linens, Wood and Cloth Stocks, and it delivers a *clean job* at less cost—and best of all—*quickly*. Our Inks work on Job, Cylinder, or Rotary Presses and "do not pack."

Print fine rule and type as well as "solids."

Retains the Luster and Brilliancy of Bronze. In many instances superior to Bronzework, giving clean, bright results working over other inks or can be used as a "base" giving perfect results to other inks.

Write for specimens and literature, giving full details and prices

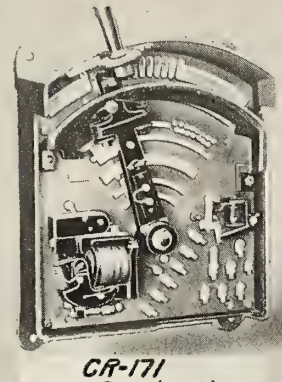
Sleight Metallic Ink Company

Inventors and Sole Manufacturers

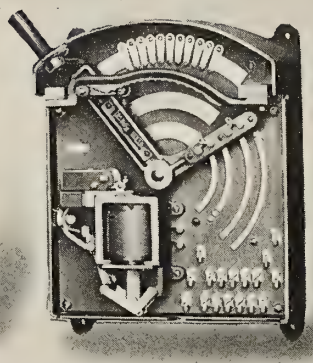
CHICAGO OFFICE
538 S. Dearborn St., Chicago, Ill.

NEW YORK CITY
154 Nassau St., Tribune Building

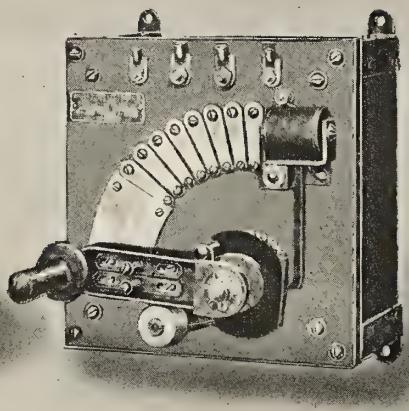
FACTORY OFFICE
5907 Market Street, Philadelphia, Pa.



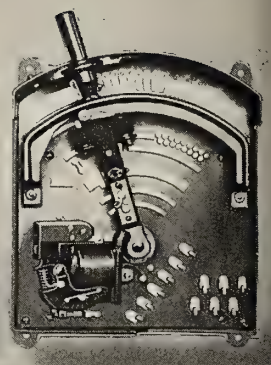
CR-171
D.C. Controller



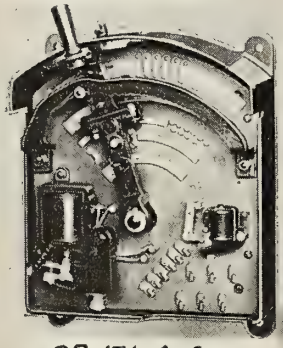
CR-172 for
RI Motors



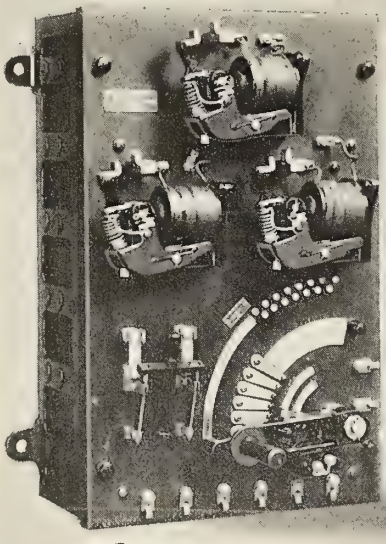
CR-153 Armature
Regulator



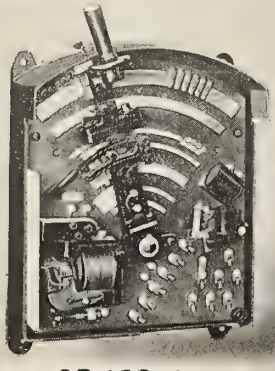
CR-171-E
D.C. Controller



CR-171-A for
Small D.C. Motors



CR-205-A for
Remote D.C. Control



CR-169-A
D.C. Controller

Most Complete Line *of* Printing

Making more types of printing-press controllers than any other manufacturer enables the General Electric Company to meet any special requirements by the use of slightly modified standard apparatus. A few of our most popular dial controllers are shown in the illustration.

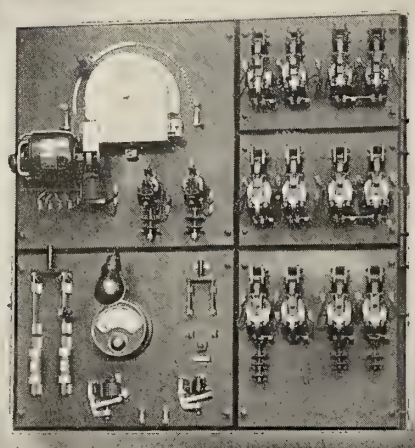
Complete information and estimates promptly furnished from our nearest office.

General Elec

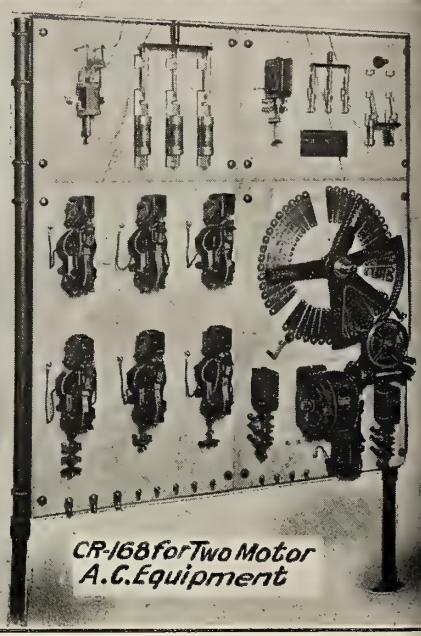
Largest Electrical Manufacturer in the World

SALES OFFICES:

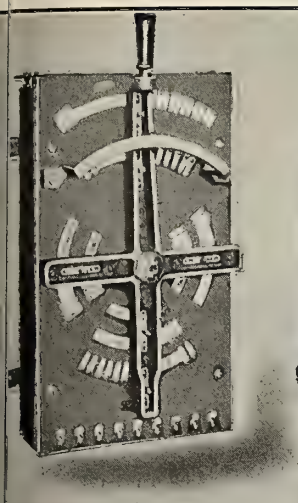
Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boise, Idaho.
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.
Charleston, W. Va.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
Cincinnati, Ohio.
Cleveland, Ohio.
Columbus, Ohio.
Denver, Colo.
Detroit, Mich.
(Off. of Sol'g Agt.)
Erie, Pa.
Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Cal.



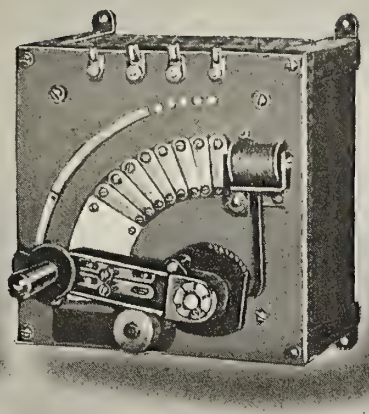
CR-168 for Two Motor
D.C. Equipment



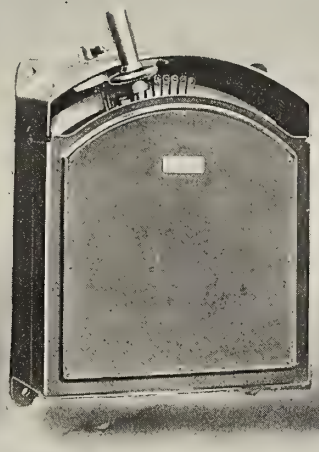
CR-168 for Two Motor
A.C. Equipment



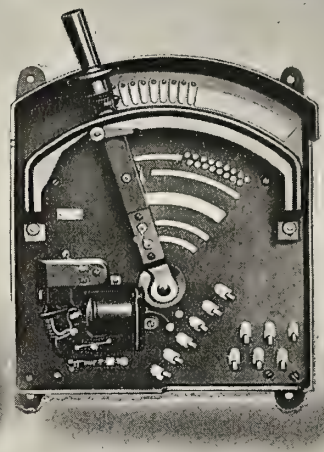
CR-167 for Small Slip Ring Motors



CR-164 Armature and Field Regulator



CR-171 D.C. Controller with Cover



CR-171-G D.C. Controller

Press Controllers in the World

Printing-press controllers as recommended by the General Electric Company represent years of experience of expert engineers in equipping presses of all sizes. Accumulated data are before our printing-press control specialists when your particular requirements are considered. An engineer's recommendation is valuable to you only as it represents specialized experience.

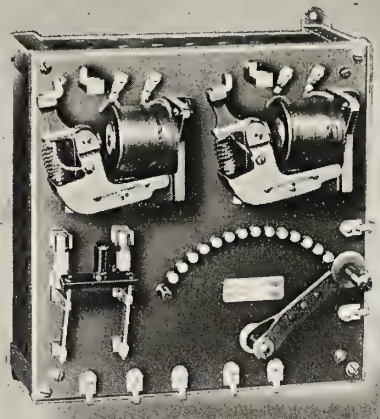
tric Company

Principal Office: Schenectady, N. Y.

SALES OFFICES:

Louisville, Ky.
Macon, Ga.
Memphis, Tenn.
Minneapolis, Minn.
Nashville, Tenn.
New Haven, Conn.
New Orleans, La.
New York, N. Y.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Ore.
Providence, R. I.
Richmond, Va.
Rochester, N. Y.
Salt Lake City, Utah.
San Francisco, Cal.
St. Louis, Mo.
Seattle, Wash.
Spokane, Wash.
Springfield, Mass.
Syracuse, N. Y.

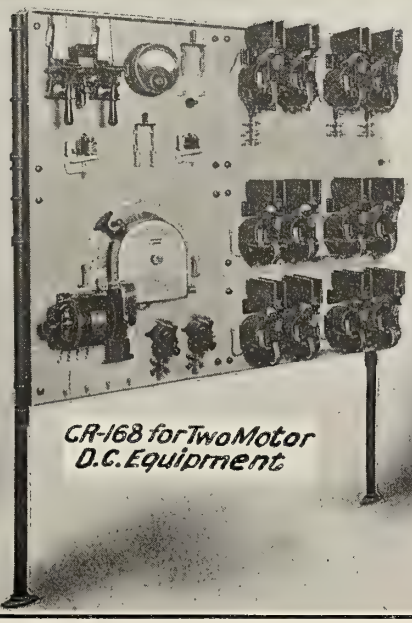
3195



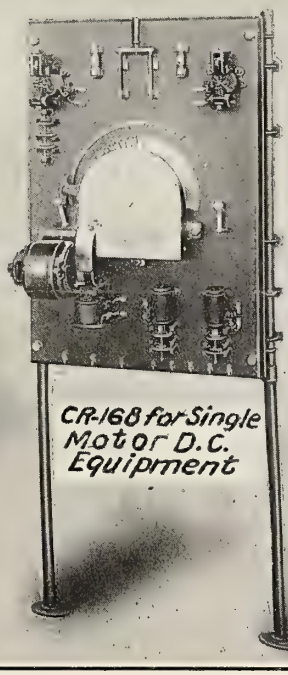
CR-205 for Remote D.C. Control



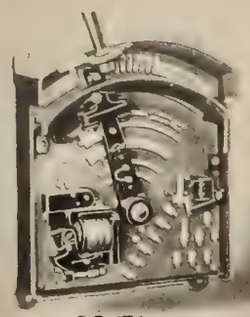
CR-168 for D.C. Textile Work



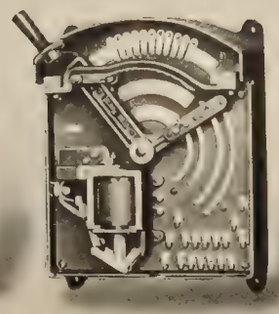
CR-168 for Two Motor D.C. Equipment



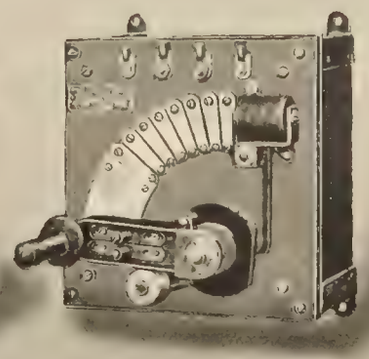
CR-168 for Single Motor D.C. Equipment



CR-171
D.C. Controller



CR-172 for
RI Motors



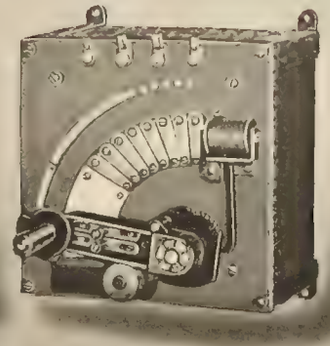
CR-153 Armature
Regulator



CR-171-E
D.C. Controller



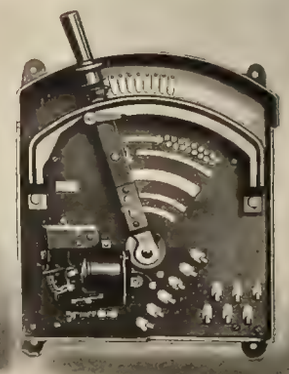
CR-167 for Small
Slip Ring Motors



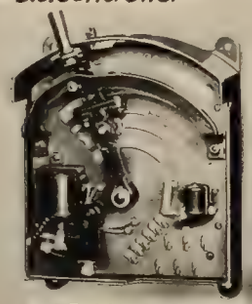
CR-164 Armature
and Field Regulator



CR-171 D.C. Controller
with Cover



CR-171-G
D.C. Controller



CR-171-A for
Small D.C. Motors

Most Complete Line *of* Printing Press Controllers in the World

Making more types of printing-press controllers than any other manufacturer enables the General Electric Company to meet any special requirements by the use of slightly modified standard apparatus. A few of our most popular dial controllers are shown in the illustration.

Complete information and estimates promptly furnished from our nearest office.

Printing-press controllers as recommended by the General Electric Company represent years of experience of expert engineers in equipping presses of all sizes. Accumulated data are before our printing-press control specialists when your particular requirements are considered. An engineer's recommendation is valuable to you only as it represents specialized experience.

General Electric Company

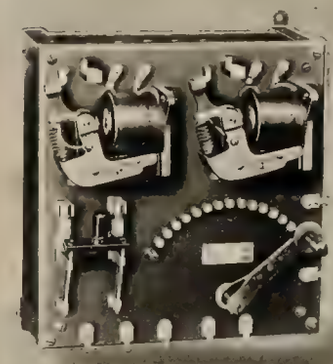
Largest Electrical Manufacturer in the World

Principal Office: Schenectady, N. Y.

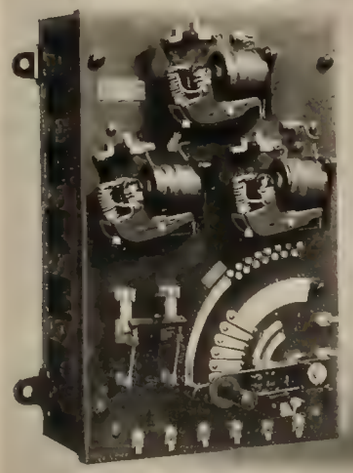
SALES OFFICES:

Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boise, Idaho.
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.
Charleston, W. Va.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
Cincinnati, Ohio.
Cleveland, Ohio.
Columbus, Ohio.
Denver, Colo.
Detroit, Mich.
(Off. of Sol'g Agt.)
Erie, Pa.
Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Cal.
Louisville, Ky.
Macon, Ga.
Memphis, Tenn.
Minneapolis, Minn.
Nashville, Tenn.
New Haven, Conn.
New Orleans, La.
New York, N. Y.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Ore.
Providence, R. I.
Richmond, Va.
Rochester, N. Y.
Salt Lake City, Utah.
San Francisco, Cal.
St. Louis, Mo.
Seattle, Wash.
Spokane, Wash.
Springfield, Mass.
Syracuse, N. Y.

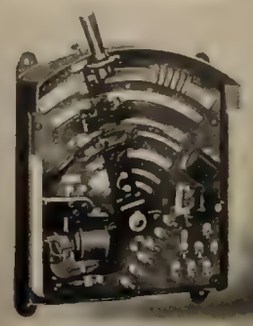
3195



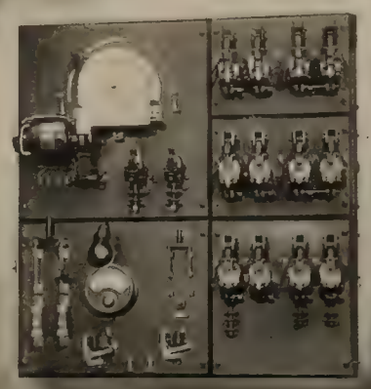
CR-205 for
Remote D.C. Control



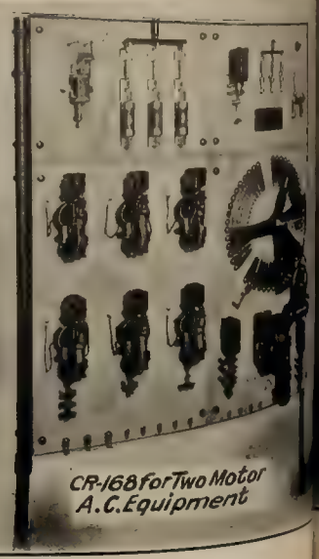
CR-205-A for
Remote D.C. Control



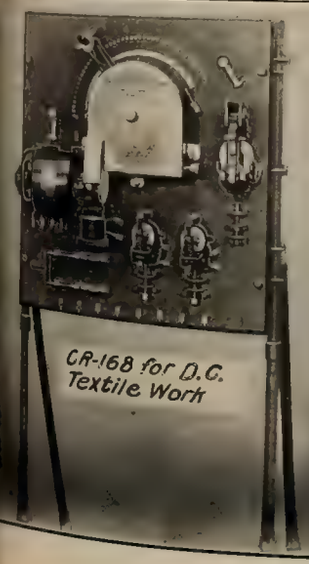
CR-169-A
D.C. Controller



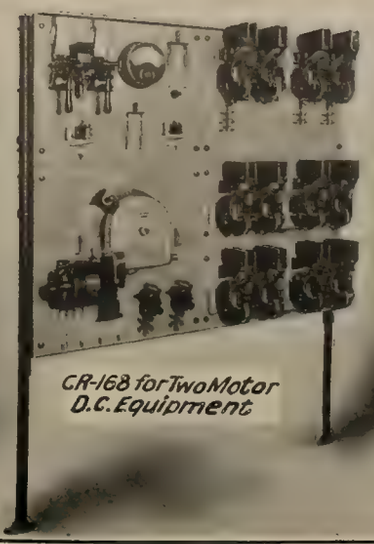
CR-168 for Two Motor
D.C. Equipment



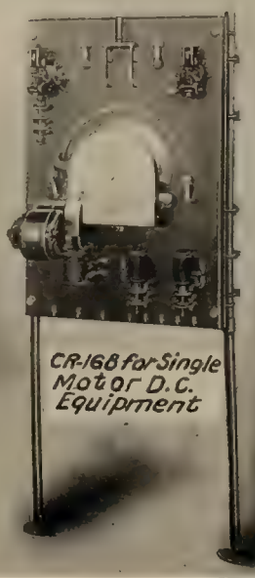
CR-168 for Two Motor
A.C. Equipment



CR-168 for D.C.
Textile Work



CR-168 for Two Motor
D.C. Equipment



CR-168 for Single
Motor D.C.
Equipment

BOOKS AND UTILITIES

BOOKBINDING

Bookbinding — Paul N. Hasluck $0.54
Bookbinding and the Care of Books — Douglas Cockerell 1.35
Bookbinding for Amateurs — W. J. E. Crane 1.10
Manual of the Art of Bookbinding — J. B. Nicholson 2.35
The Art of Bookbinding — J. W. Zaehnsdorf 1.60

COMPOSING-ROOM

Art and Practice of Typography $5.00
Concerning Type — A. S. Carnell 50
Correct Composition — Theodore Low De Vinne 2.10
Design and Color in Printing — F. J. Trezise 1.00
Imposition, a Handbook for Printers — F. J. Trezise 1.00
Impressions of Modern Type Designs 25
Modern Book Composition — Theodore Low De Vinne 2.10
Plain Printing Types — Theodore Low De Vinne 2.10
The Practical Printer — H. G. Bishop 1.00
Printing — Charles Thomas Jacobi 2.60
Printing and Writing Materials — Adèle Millicent Smith 1.60
Specimen Books:
Bill-heads 25
Envelope Corner-cards 25
Letter-heads 50
Professional Cards and Tickets 25
Programs and Menus 50
Covers and Title-pages 75
Title-pages — Theodore Low De Vinne 2.10
Vest-pocket Manual of Printing 50

DRAWING AND ILLUSTRATION

A Handbook of Ornament — Franz Sales Meyer $3.75
A Handbook of Plant Form 2.60
Alphabets — A Handbook of Lettering — Edward F. Strange 1.60
Alphabets Old and New — Lewis F. Day 2.10
Decorative Designs — Paul N. Hasluck 54
Drawing for Reproduction — Charles G. Harper 2.35
Human Figure — J. H. Vanderpoel 2.00
Lessons on Art — J. D. Harding 1.10
Lessons on Decorative Design — Frank G. Jackson 2.10
Lessons on Form — A. Blunck 3.15
Letters and Letter Construction — F. J. Trezise 2.00
Letters and Lettering — Frank Chouteau Brown 2.10
Line and Form — Walter Crane 2.35
The Principles of Design — E. A. Batchelder 3.00
Theory and Practice of Design — Frank G. Jackson 2.60

ELECTROTYPING AND STEREOTYPING

Electrotyping — C. S. Partridge $2.00
Partridge's Reference Handbook of Electrotyping and Stereotyping — C. S. Partridge 1.50
Stereotyping — C. S. Partridge 2.00

ESTIMATING AND ACCOUNTING

A Money-making System for the Employing Printer — Eden B. Stuart $1.00
Building and Advertising a Printing Business — H. H. Stalker 1.00
Campsie's Pocket Estimate Book — John W. Campsie 75
Challen's Labor-saving Records — Advertising, Subscription, Job Printers. 50 pages, flexible binding, $1; 100 pages, half roan, cloth sides, $2, and $1 extra for each additional 100 pages.
Cost Estimates for Employing Printers — David Ramaley $0.50
Cost of Printing — F. W. Baltes 1.50
Cost of Production 3.00
Fundamental Principles of Ascertaining Cost — J. Cliff Dando 10.00
Hints for Young Printers Under Eighty — W. A. Willard 50
How to Make Money in the Printing Business — Paul Nathan 3.20
Nichol's Perfect Order and Record Book, by express at expense of purchaser 3.00
Order Book and Record of Cost — H. G. Bishop, by express at expense of purchaser 3.00
Printers' Account Book, 200 pages, by express at expense of purchaser, $3.50; 400 pages, by express at expense of purchaser 5.00
Printer's Insurance Protective Inventory System — Brown 10.00
Starting a Printing-office — R. C. Mallette 1.60

LITHOGRAPHY

Handbook of Lithography — David Cumming $2.10
Lithographic Specimens 3.50
Metalography 2.00
Metal-plate Printing 2.00
Practical Lithography — Alfred Seymour 2.60
The Grammar of Lithography — W. D. Richmond 2.10

MACHINE COMPOSITION

A Pocket Companion for Linotype Operators and Machinists — S. Sandison $1.00
Correct Keyboard Fingering — John S. Thompson 50
Facsimile Linotype Keyboards 25
History of Composing Machines — John S. Thompson; cloth, $2.00; leather 3.00
Thaler Linotype Keyboard, by express at expense of purchaser 4.00
The Mechanism of the Linotype — John S. Thompson 2.00

MISCELLANEOUS

The Building of a Book — Frederick H. Hitchcock $2.20
Eight-hour-day Wage Scale — Arthur Duff 3.00
The Graphic Arts and Crafts Year-book (foreign postage 80c extra) 5.00
Inks, Their Composition and Manufacture — C. Ainsworth Mitchell and T. C. Hepworth 2.60
Manufacture of Ink — Sigmund Lehner 2.10
Manufacture of Paper — R. W. Sindall 2.10
Miller's Guide — John T. Miller 1.00
Oil Colors and Printing Inks — L. E. Andes 2.60
Practical Papermaking — George Clapperton 2.60
Printer's Handbook of Trade Recipes — Charles Thomas Jacobi 1.85

NEWSPAPER WORK

Establishing a Newspaper — O. F. Byxbee $.50
Gaining a Circulation — Charles M. Krebs 50
Perfection Advertising Records 3.50
Practical Journalism — Edwin L Shuman 1.35
Writing for the Press — Luce; cloth, $1.10; paper 60

PRESSWORK

A Concise Manual of Platen Presswork — F. W. Thomas $.25
American Manual of Presswork 4.00
Color Printer — John F. Earhart.
Modern Presswork — Fred W. Gage 2.00
New Overlay Knife, with Extra Blade 35
Extra Blades for same, each 05
Overlay Knife 25
Practical Guide to Embossing and Die Stamping 1.50
Stewart's Embossing Board, per dozen 1.00
Tympan Gauge Square 25

PROCESS ENGRAVING

A Treatise on Photogravure — Herbert Denison $2.25
Line Photoengraving — Wm. Gamble 3.50
Metal-plate Printing 2.00
Metalography — Chas. Harrap 2.00
Penrose's Process Year-book 2.50
Photoengraving — H. Jenkins; revised and enlarged by N. S. Amstütz 3.00
Photoengraving — Carl Schraubstadter, Jr 3.10
Photo-mechanical Processes — W. T. Wilkinson 2.10
Photo-trichromatic Printing — C. G. Zander 1.50
Prior's Automatic Photo Scale 2.00
Reducing Glasses 35
Three-color Photography — Arthur Freiherrn von Hubl 3.50

PROOFREADING

Bigelow's Handbook of Punctuation — Marshall T. Bigelow $.55
Culinary French 35
English Compound Words and Phrases — F. Horace Teall 2.60
Grammar Without a Master — William Cobbett 1.10
The Orthoepist — Alfred Ayres 1.35
Webster Dictionary (Vest-pocket) 50
Pens and Types — Benjamin Drew 1.35
Proofreading and Punctuation — Adèle Millicent Smith 1.10
Punctuation — F. Horace Teall 1.10
Stylebook of the Chicago Society of Proofreaders 30
The Art of Writing English — J. M. D. Meiklejohn, M.A 1.60
The Verbalist — Alfred Ayres 1.35
Typographic Stylebook — W. B. McDermutt 50
Wilson's Treatise on Punctuation — John Wilson 1.10

Published or For Sale by

THE INLAND PRINTER COMPANY

624-632 Sherman St., CHICAGO — 1729 Tribune Building, NEW YORK

PAMPHLET GIVING CONTENTS OF EACH BOOK MAILED ON REQUEST

"I have almost doubled my pay since taking the Course eighteen months, and though an apprentice, receive but one dollar less than the scale."

"I have gained more real practical knowledge of the business in the short time I have been pursuing the Course than I had learned in the more than forty years I have been at the trade."

These two extracts of letters from students — one 19 years old and the other 64 — show conclusively that the I.T.U. Course of Instruction in Printing is all-embracing in usefulness to the compositor.

Here is a youth who has nearly doubled his wages, and is getting what is practically the scale more than a year before he becomes a journeyman. The Course has given him the maturity of mind and method that compels compensation.

The elderly gentleman is doing work he has never done before, and holds a better job, as the Course has given to him some of the spirit of youth and renewed his enthusiasm in his work.

The course of instruction that helps persons in such widely divergent circumstances must prove valuable to all.

It will help you, whether you want to keep young and hold on or desire to learn more for the purpose of earning more.

FOR COMPLETE INFORMATION ABOUT
THIS COURSE DROP A POSTAL TO

THE I. T. U. COMMISSION

632 SOUTH SHERMAN ST., CHICAGO

Sold below actual cost. Terms — $23 for cash, or $25 if paid in installments of $2 down and $1 a week till paid. The International Typographical Union gives a rebate or prize of $5 to each student who finishes the Course.

FOR PRINTERS



Best Detergent for cleaning and preserving Rollers.

COPPER AND ZINC PLATES

MACHINE GROUND AND POLISHED

CELEBRATED SATIN FINISH BRAND

FOR PHOTO-ENGRAVING AND ETCHING

MANUFACTURED BY

THE AMERICAN STEEL & COPPER PLATE CO.

116 NASSAU STREET, NEW YORK, N. Y.

Polished Copper

for Half-tone and Color Processes

Polished Zinc

for Line Etching, Half-tone and Ben Day Processes

Chemicals, Supplies and Equipment

for the Shop, Gallery and Artroom

National Steel and Copper Plate Co.

OFFICES AND STOCKROOMS

704-6 Pontiac Bldg., 542 S. Dearborn St., Chicago
1235 Tribune Bldg., City Hall Square, New York
214 Chestnut St. : : : St. Louis, Mo.

FACTORIES

1133-1143 West Lake Street : Chicago, Ill.
220-224 Taaffe Place : Brooklyn, New York

We cater to the Printing Trade in making the most up-to-date line of

Pencil and Pen Carbons

for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters.

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

METALS

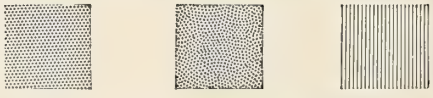
Linotype, Monotype, Stereotype
Special Mixtures

QUALITY

First, Last and All the Time.

E. W. Blatchford Co.

230 N. Clinton St., Chicago
5 Beekman St., New York



OUR NEW IMPROVED

Shading Films

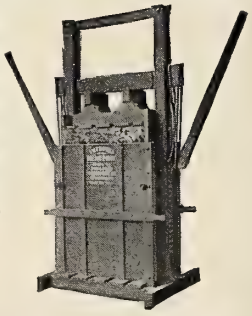
Are Guaranteed to Remain Transparent, are Deep and Do Not Smudge.

WRITE FOR CATALOGUE

The American Shading Machine Co.
164-168 Rano St., Buffalo, N. Y., U. S. A.

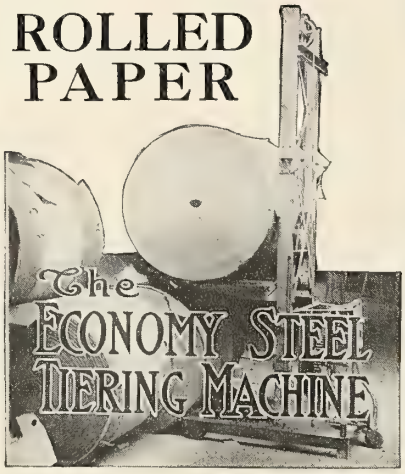
A SULLIVAN PRESS

will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 64-F*



SULLIVAN MACHINERY COMPANY
122 South Michigan Avenue, CHICAGO

ROLLED PAPER



One of the Meanest Packages to Pile is a Roll.

Handled by one of these machines, however, the job is easy. And it will pile anything.

Economy Engineering Co.
415 S. Washtenaw Ave., Chicago, Ill.
FOREIGN AGTS.
Parsons Trading Co., New York.

PRINTERS

—Publish a Magazine in Your County

under your own name as editor and proprietor. 64 pages, illustrated. Standard size, cover in colors. Exclusive franchise.

Write to-day for plans

United Magazines Press
Main & Market Sts., St. Louis, U. S. A.

Vest-Pocket Manual *of* Printing

A full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons

TABLE OF CONTENTS

Punctuation: The Comma, Semicolon, Colon, Period, Note of Interrogation, Exclamation Mark, Hyphen, Marks of Parenthesis, Dash, Apostrophe—Capitalization—Style: The Use and Non-use of Figures, Abbreviations, Italicizing, Quotations—Marked Proof—Corrected Proof—Proofreaders' Marks—Make-up of a Book—Imposition and Sizes of Books—Sizes of the Untrimmed Leaf—Type Standard—Number of Words in a Square Inch—Relative Sizes of Type—Explanation of the Point System—Weight of Leads Required for any Work—Number of Leads to the Pound—To Print Consecutive Numbers—To Prevent Coated Paper from Peeling—Engraving and Illustrating—Definitions of the Principal Technical Terms Used in Fine Bookbinding—Relative Values of Bindings—Directions for Securing Copyright—Correct Sizes of Flat Writing Papers—Sizes of Ruled Paper—Regular Envelope Sizes—Standard Sizes of Newspapers—Leads for Newspapers—Newspaper Measurements—Imposition of Forms.

Convenient vest-pocket size. Neatly bound in leather, round corners; 86 pages; 50 cts.

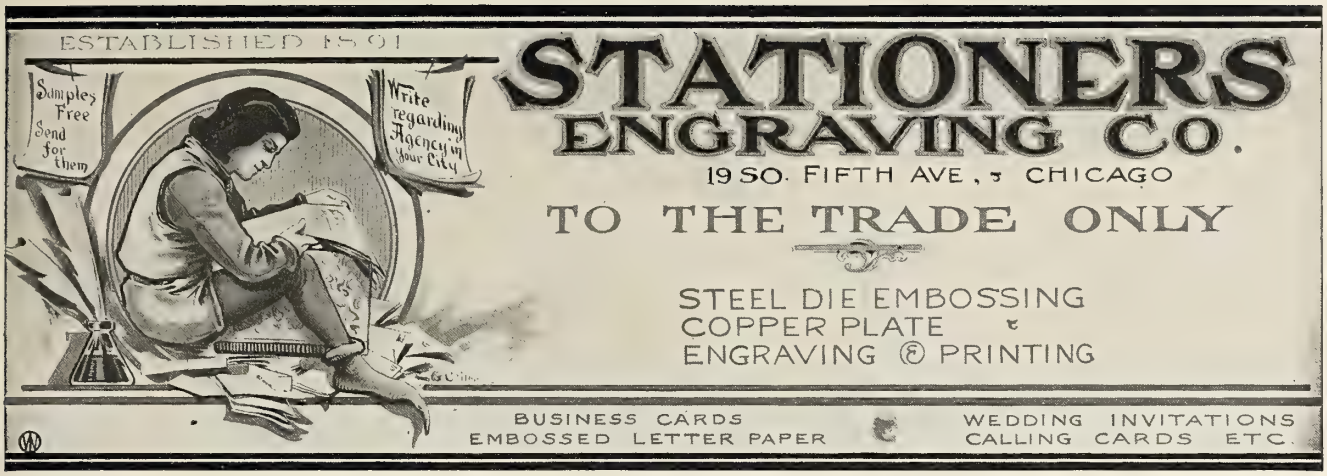
THE INLAND PRINTER CO.

1729 Tribune Bldg., NEW YORK
632 Sherman Street, CHICAGO

Advertising BLOTTERS

with attractive pictures and ample space for advertising matter. Good margin of profit. Send for samples and prices.

U. S. Photogravure Co.
186 WEST FOURTH STREET
NEW YORK CITY



The October Number of



The American Printer

of course gives an interesting and authoritative illustrated account of the conventions at Denver, and other organization news of importance—

Besides

an instructive article on the offset process, a timely talk to the young estimator, practical advice to pressmen and compositors, kicks and inquiries from subscribers, several fine three-color inserts, two pages of small "ideas," photoengraving problems, experiences on a country newspaper, lots of illustrations in black and color, a review of bookbinding in the Philippines, — and then

There's to be a new department

We won't tell what it is—look for it. Out October 1.

Send twenty cents for a sample copy or two dollars for a year's subscription

Oswald Publishing Company, 25 City Hall Place, New York

TO THE TRADE

We are offering for sale three Secondhand Cylinder Press Feeders. These Feeders are in good running order and if you are interested we would be very pleased to quote prices which we know you will consider very low. Following are the specifications:

Kind of Feeder	Feeder Serial Number	Size of Feeder Table	Width Between Columns	Height Base of Column to Push Fgrs.	Extras
Fuller	1992	66 x 44 inch	75 inches	86 inches	Blower attachment ½ H. P. Motor to quickly raise and lower pile.
Economic	467	65 x 37 inch	67 inches	81 inches	Blower attachment
Economic	915	67 x 45 inch	77 inches	85 inches	Blower attachment

H. M. PLIMPTON & CO. Norwood, Mass.

Users of Gold Leaf

SHOULD WRITE FOR THE PARTICULARS OF THE FOLLOWING SPECIALS

XXD Gold Leaf, Long Edge, Stamping Ledger Dark Usual, Dark Pale, Aluminum Leaf, and Composition Leaf

Sold in any quantity. Price per Book, 35c, or per Pkg., $7.00; 5 Pkg. Lots, $6.90 per Pkg., and upwards, $6.85

Large facilities for smelting gold waste, rubber, rags and cotton. Send for Catalogue.

Try Our Rapid Mail Order Service

ESTABLISHED 1867

JULIUS HESS COMPANY

1411-1427 Greenwood Terrace Chicago, Ill.

Bind Your INLAND PRINTERS at Home With an ARNOLD SECURITY BINDER

ARTISTIC, SIMPLE, DURABLE. NO TOOLS, PUNCHING OR STITCHING. YOUR HANDS THE ONLY TOOLS.

The "ARNOLD SECURITY BINDER" is the modern method of keeping your magazines together and in good condition. It has the finished appearance of a bound book and is the ideal magazine cabinet, keeping the magazines fresh and in consecutive order. It can be used as a permanent binding or emptied and refilled as the magazines become out of date. A magazine can be inserted or removed at any time without disturbing the others.

BINDER FOR ONE VOLUME, SIX ISSUES, $1.00. :: TWO BINDERS, COVERING FULL YEAR, $1.80.

Address, THE INLAND PRINTER - - - - 632 Sherman Street, CHICAGO

Throw Out

Your Electrotype or Stereotype Plant

Install an *Aluminotype plant* and make perfect plates for ½ your present cost. If you have no plant, you can now make your own book plates and save time, money, inconvenience.

ALUMINOTYPES

are *sharper, harder* and *better* than Electrotypes. Aluminotypes lay ink like nickeltypes and will not rust nor corrode. Aluminotypes are a perfect reproduction of your type and require no make-ready as they are made absolutely level and need no finishing.

Sample Book Plates will be sent to reliable houses on request.

We own the United States letters patent and will install plants in rotation that orders are received

THE RAPID ELECTROTYPE CO.

Cincinnati

TABLE OF CONTENTS—OCTOBER, 1911.

PAGE

Advertisement, An Eloquent 83
Advertisements, The Typography of — No. IX (illustrated) 71
Apprentice Printers' Technical Club — No. XI (illustrated) 75
Apprentices, Value of Technical Course to ... 83
Baseball Tournament, Printers' 117
Being Square, The Glory of 127
BOOKBINDING:
Attaching Thick Art Covers to Thin Backs. 95
Book Made Up to Gather, Binding a 96
Cover That Is Too Thick for Scoring, How to Treat a 95
Embossing Presses, Registering on 95
Stamping and Embossing — Continued 95
"Bulls," A Chapter on Typographical 54
Business End of It, Knowing the 57
BUSINESS NOTICES:
Diamond Cylinder Presswork, A Sample of (illustrated) 132
Drouet's Advertising Arguments 133
Dunn, Gano, Resigns from Crocker-Wheeler Company 131
Duplex Tubular-plate Press (illustrated) ... 133
Gatchel & Manning Specimen Portfolio 133
Hexagon Saw-planer, The (illustrated) 133
Latest Improved Printing, Cutting and Creasing Press (illustrated) 132
Linotype Gothics, Some 133
Master Builders' Company in New Premises 133
Riessner, T., Gold and Silver Printing-inks. 131
Thompson Typecaster, Japanese Government Buys 131
"Candidate," Becoming a 127
Cement Porch in Action 120
Consolidation Problems, Employing Printers'. 66
CONTRIBUTED ARTICLES:
Getting Prospects for Printing 59
Grammar and Proofreading — No. IV 74
How Do You Handle Your Stock? 49
Knowing the Business End of It 57
Typographical "Bulls," A Chapter on 54
Typography of Advertisements, The — No. IX 74
CORRESPONDENCE:
Piecework, On the Abolition of 78
Cost Congress, Third International 104
Crombie's Fish Story 96
Denver Gathering in Brief 97
EDITORIAL:
Employing Printers' Consolidation Problems 66
Modern Leadership 69
Notes 65
Fits for a Chaser 91
Five Hundred Employees on an Outing 129
Foreign Graphic Circles, Incidents in 79
Forms of Advertising, Relative Value of 123
Franklin Club Launched, An International ... 110
Franklinites, Chicago, Hear Result 110
Get-together Effort, About the 107
Grammar and Proofreading — No. IV 74
Gutenberg and His Descendants 120
Harvard to Continue Printing Course 129
Herbert Addresses Printing Crafts Association 89
How Do You Handle Your Stock? 49
ILLUSTRATIONS:
"Behold the Man" 67
Dexter Folder Company's Plant, Pearl River, New York 129
Irony of the Ad 70
Pelican Rider 64
Surprise in Toyland 121
Third International Cost Congress 105

PAGE

Twenty-fifth Annual Convention of the United Typothetæ of America 99
Incidents in Foreign Graphic Circles 79
I. T. U. Convention, The 111
JOB COMPOSITION:
Woodis, Winfred Arthur 81
Kansas Printer Philosophy 94
Leadership, Modern 69
Lynch, President, Looks In and Entertains ... 109
MACHINE COMPOSITION:
Appreciates Advice Given 92
Composing-machinery, Recent Patents on .. 94
Mold Liner, Damage to a 93
No Pot Governor on Machine 93
Old Machine, Running an 92
Squirts on End of Long Lines, Cause of ... 94
Toe of Matrix Damaged by Distributor Screw 92
Machinery and Supplies 109
Magazine Company Denies Government's Charges 130
Manuscripts, The Business of Selling 91
Miller, Otto G 129
Modern Leadership 69
NEWSPAPER WORK:
Ad. Display, Good 114
Ad.-setting Contest No. 32 113
Advertising, Arguments for 113
Dry, Wet, and Then Wet and Dry Together. 116
Home Paper, How to Afford a 116
INLAND PRINTER Ad. Criticisms, Using 113
"Maternal" or "Material" — Which Did He Mean? 114
New Home for the Franklin (Pa.) *Evening News* 114
Newspaper Criticisms 116
Novel Banquet Given to Newsboys 114
Pope Honors Editor 116
Post-card Showers for Correspondents 116
Special Numbers 115
Spelling-match, Publisher Offers Prize in .. 115
New Zealand, To Make Paper in 133
OBITUARY:
Andrew, Stephen Hill 127
Barns, Thomas 127
Gillespie, Richard H 127
Hagan, Frank 127
Howard, John Walter 127
Williamson, Robert A 127
Photoengravers' International Union, Convention of 112
Piecework, On the Abolition of 78
Poor Little Thing 80
Postage Stamp, The Story of the 77
PRESSROOM:
Imperfect Register, Guides Causing 118
Press Needs Overhauling 118
Printing on Felt 118
Printing Through a Frisket 118
Prussian Blue 118
Relief Printing, Dull Effects in 119
Tympan Cloth, Oiled Muslin for 118
Wrinkling of a Sheet 119
Printers Charged with Murder 94
Printing, Getting Prospects for 59
Printing Industry in Michigan 128
Printing-ink, How It Is Made 80
PROCESS ENGRAVING:
Acid-proof Cements 121
Air-brush Information 123
Apochromatic Lenses for Three-color Work. 121
Costs, Further Facts Regarding 122
Engravers at Work — Mediaeval Style 122

PAGE

Etching Intaglio Plates 122
Intensifying and Stripping Solution 122
Lithography, High-light Half-tone Patent for 121
Royal Rounding Cutters 123
Scum on Half-tones, To Remove, Before Etching 122
Proofreading, Grammar and — No. IV 74
PROOFROOM:
Best Ever, The 90
Sovereigns, Pounds and Guineas 90
What's In a Name? 90
Prospects for Printing, Getting 59
QUESTION BOX:
Advertising Agencies, Directory of 124
Blotters, Advertising 125
Calendar Pads 124
Card Cases, Leather and Imitation Leather. 125
Check Books, Duplicate-sales 125
Form Letters, Charging for Composition on. 126
Grocery Sales-books, Manufacturers of 124
London City Guild's Examination for Printers 125
Marbling Book Edges 124
Marks of Early Printers 125
Offset Printing 124
Paper, Hygroscopic 126
Photoengraving, Books on 125
Platen Press, Embossing on 124
Punch, Power 124
Shipping Tags 124
Stock Designs 124
Tabular Matter, Justifications in 126
Type, How to Clean 125
Type-measuring Rule 125
Waxed Board 124
Sad Side, The 109
Shut Up 120
Simplified Spelling 80
Social Side, The 109
SPECIMEN REVIEW 84
Square, The Glory of Being 127
Stock, How Do You Handle Your 49
THE MAN AND THE FIELD:
Composing-room Foreman and Monotype Expert 120
Job Compositor and Pressman 120
Superintendent Wanted 120
Things Which Unite Us, The 112
TRADE NOTES:
Apprentices' School at Cincinnati Opened .. 128
Five Hundred Employees on an Outing 129
Harcourt & Co. Move to Larger Quarters .. 128
Harvard to Continue Printing Course 129
Machine Operators, Examination for 129
Magazine Company Denies Government's Charges 130
Miller, Otto G 129
Nashville Company Has a Branch at Atlanta 128
Paper Trades Directory of Chicago 130
Parade As Seen by an Ad. Man 130
Printer Has Relic of Eugene Field 130
Printer on the "Third Degree," A 129
Printing Company Has Fine Exhibit 130
Printing Industry in Michigan 128
"Richmond" Polyphase Motors 130
St. Paul Printers to Beat Shylocks 128
Secretary Waddey Retires 130
Wants Greater Printing Facilities 128
Winthrop Press Not Sold 128
Truth, Telling the 89
Typographical "Bulls," A Chapter on 54
United Typothetæ of America Convention 97

THE NAME *Potter* ON PRINTING MACHINERY IS A GUARANTEE OF HIGHEST EXCELLENCE

Offset Presses?

If it's a POTTER it's the Best

POTTER PRINTING PRESS COMPANY, PLAINFIELD, NEW JERSEY

SALES AGENTS:

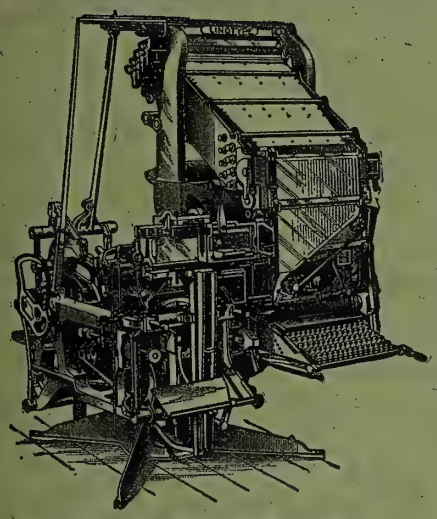
D. H. CHAMPLIN, 160 ADAMS STREET, CHICAGO BRINTNALL & BICKFORD, 568 HOWARD STREET, SAN FRANCISCO

INDEX TO ADVERTISEMENTS.

	PAGE
Acme Staple Co.	26
American Electrotype Co.	44
American Folding Machine Co.	21
American Numbering Machine Co.	20
American Pressman	30
American Printer	157
American Rotary Valve Co.	20
American Shading Machine Co.	156
American Steel & Copper Plate Co.	156
American Type Founders Co.	10, 27
Ault & Wiborg Co.	8
Auto Falcon & Waite Die Press Co.	39
Autopress Co.	41
Babcock Printing Press Mfg. Co.	7
Barnhart Bros. & Spindler	7
Barton Mfg. Co.	144
Beck, Charles, Co.	28
Beckett Paper Co.	Insert
Bingham's, Sam'l, Son Mfg. Co.	6, 134, 135, 136
Blatchford, E. W., Co.	156
Boston Printing Press & Machinery Co.	145
Brislane-Hoyne Co.	24
Brown Folding Machine Co.	16
Brown, L. L., Paper Co.	143
Burrage, Robert R.	144
Butler, J. W., Paper Co.	1
Cabot, Godfrey L.	140
Calculagraph Co.	18
Carver, C. R., Co.	43
Central Ohio Paper Co.	144
Challenge Machinery Co.	33
Chambers Bros. Co.	23
Champlin-Yardley Co.	144
Chicago Lino-Tabler Co.	144
Chicago Roller Co.	21
Cleveland Folding Machine Co.	149
Coes, Loring, & Co.	19
Colonial Co.	140
Cottrell, C. B., & Sons Co.	32
Crane, Z. & W. M.	32
Dennison Mfg. Co.	30
Denny, Hillborn & Rosenbach	40
Deutscher Buch- und Steindrucker	30
Dewey, F. E. & B. A.	46
Dexter Folder Co.	12, 13
Dick, Rev. Robert, Estate	150
Dinse, Page & Co.	22
Durant, W. N., Co.	144
Eagle Printing Ink Co.	23
Eastern Sales Co.	145
Economy Engineering Co.	156
Engravers' & Printers' Machinery Co.	45
Fidelity Electric Co.	145
Fonderie Caslon	20
Freie Kunste	30
Freund, Wm., & Sons	142
Fuchs & Lang Mfg. Co.	38
Furman, James H.	137, 139
General Electric Co.	152, 153
Globe Engraving & Electrotype Co.	18
Graphic Arts	147
Gould & Eberhardt (see transfer-press advertisement in November issue).	
Hamilton Mfg. Co.	34
Harris Automatic Press Co.	5
Hawtin Engraving Co.	45
Hellmuth, Charles	26
Herrick Press	144
Hess, Julius, & Co.	23, 157
Hexagon Tool Co.	148
Hickok, W. O., Mfg. Co.	27
Hoole Machine & Engraving Works	26
Huber, J. M.	150
Ideal Sanitary Supply Co.	45
Inland Printer Technical School	32
Inland Stationer	151
International Correspondence Schools	25
I. T. U. Commission	155
Jaenecke Printing Ink Co.	4
Johnson, Charles Eneu, & Co.	24
Johnson Automatic Roller Rack Co.	141
Juengst, Geo., & Sons	28
Kast & Ehinger	26
Keystone Type Foundry	48
Kidder Press Co.	42
Kimble Electric Co.	147
Knowlton Bros.	2, 3
Lanston Monotype Machine Co.	35
Latham Machinery Co.	29
Marseilles Wrapping Paper Co.	140
Master Printer Pub. Co.	146
Mechanical Appliance Co.	142
Megill, E. L.	138
Meisel Press & Mfg. Co.	46
Mergenthaler Linotype Co.	Cover
Merriam, G. & C., Co.	151
Miehle Printing Press & Mfg. Co.	Cover
Miller Saw-Trimmer Co.	21
Mittag & Volger	156
Modern Machine Co.	44
Morrison, J. L., Co.	151
Murray Engraving Co.	145
National Lithographer	30
National Machine Co.	146
National Steel & Copper Plate Co.	156
New York Revolving Portable Elevator Co.	33
Oswego Machine Works	47
Paper Dealer	144
Parker, Thomas & Tucker Paper Co.	150
Parsons Trading Co.	43
Peerless Electric Co.	21
Plimpton, H. M., & Co.	157
Potter Printing Press Co.	160
Printing Art	150
Process Engravers' Monthly	30
Queen City Printing Ink Co.	16
Rapid Electrotype Co.	158
Redington, F. B., Co.	140
Regina Co.	17
Richmond Electric Co.	46
Riessner, T.	46
Rising, B. D., Paper Co.	20
Robbins & Myers Co.	43
Roberts Numbering Machine Co.	22
Rosendal, Geo. T., & Co.	144
Rouse, H. B., & Co.	148, 150
Scott, Walter, & Co.	37
Seybold Machine Co.	9
Shepard, Henry O., Co.	Insert, 15, 144
Sheridan, T. W. & C. B., Co.	11
Shniedewend, Paul, & Co.	45
Sprague Electric Co.	33
Sleight Metallic Ink Co.	151
Stationers' Engraving Co.	157
Steinman, O. M.	14
Sullivan Machinery Co.	156
Swigart Paper Co.	24
Swink Printing Press Co.	29
Tarcolin	156
Tatum, Sam'l C., Co.	39
Taylor, Arthur S.	140
Thalmann Printing Ink Co.	25
Thompson Type Machine Co.	26
Triumph Electric Co.	26
Ullman, Sigmund, Co.	Cover
United Magazines Press.	156
Universal Type-Making Machine Co.	42
U. S. Photogravure Co.	156
Van Allens & Boughton	8
Wagner Mfg. Co.	144
Wanner, A. F., & Co.	22
Wanner Machinery Co.	148
Want Advertisements	137
Warren, S. D., & Co.	141
Watzelhan & Speyer	25
West Virginia Pulp & Paper Co.	48
Western States Envelope Co.	149
Westinghouse Electric & Mfg. Co.	24
Wetter Numbering Machine Co.	142
White, James, Paper Co.	27
Wiggins, John B., Co.	142
Williams-Lloyd Machinery Co.	46
Wing, Chauncey	27
Wire Loop Mfg. Co.	140

The VERSATILITY

of the

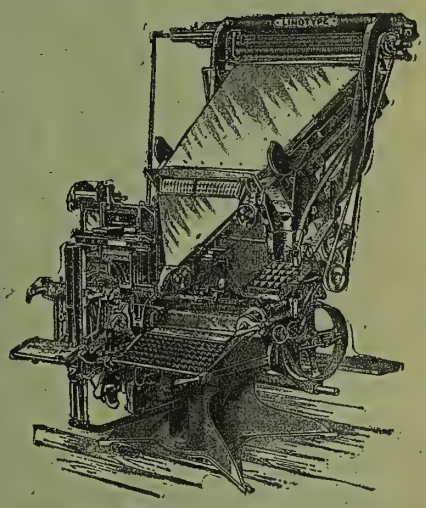


Quick-Change Model 9 Four-Magazine Linotype

Quick Change Model 8 Three Magazines

and

Quick Change Model 9 Four Magazines



Quick-Change Model 8 Three-Magazine Linotype

gives the book and job office an added efficiency impossible to attain through hand-set or any other method of mechanical composition.

Operator can change face, body, and measure in less than a minute.
Operator can set heads, subheads, and body matter without leaving his seat.
Operator can make all his own changes without assistance.

One Man and One Machine

will produce complicated composition requiring as many as 8 different faces, 4 bodies, and 4 measures without interruption. No other machine can do one-half as much.

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. **SAN FRANCISCO: 638-646 Sacramento St.** **NEW ORLEANS: 332 Camp St.**

TORONTO—Canadian Linotype, Ltd., 35 Lombard Street

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. — Parsons Trading Co.

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik G.m.b.H., Berlin, Germany

BUENOS AIRES—Hoffmann & Stocker
RIO JANEIRO—Emile Lambert
HAVANA—Francisco Arredondo
TOKIO—Teijiro Kurosawa

Recent Decisions *on the* Press Question

Below are given the names of 58 purchasers who recently installed 70 presses, and who reached a decision as to which is the best press to *buy*. These same concerns have been confronted with the same question 287 times before, and reached the same decision. They now have 357 Miehle Presses.

The Miehle

Jontzen Printing Company	Cleveland, Ohio	1
The Simpson & Doeller Co	Baltimore, Md	6
Previously purchased 6 Miehles		
Simmonds & Simmonds	Chicago, Ill	1
Previously purchased 1 Miehle		
Regan Printing House	Chicago, Ill	1
Previously purchased 19 Miehles		
Pereira Brothers	Chicago, Ill	1
United States Printing Co	Brooklyn, N. Y	1
Previously purchased for this and other branches 58 Miehles		
National Carton Co	Joliet, Ill	1
Previously purchased 2 Miehles		
Sunny South Pub. Co	Atlanta, Ga	1
Metropolitan Syndicate Press	Chicago, Ill	1
Previously purchased 4 Miehles		
H. E. Houck & Co	Baltimore, Md	1
American Paper Co	Bogota, N. J	1
Previously purchased 3 Miehles		
John Worley Co	Boston, Mass	1
Previously purchased 1 Miehle		
Brewster Printing Co	Joliet, Ill	1
Previously purchased 2 Miehles		
McAlester Pub. Co	McAlester, Okla	1
Hoover-Watson Ptg. Co	Indianapolis, Ind	2
Previously purchased 1 Miehle		
The McDonnell Co	Syracuse, N. Y	1
Previously purchased 2 Miehles		
McKinley Music Co	Chicago, Ill	1
Previously purchased 2 Miehles		
Imprimerie des Postes and Telegraphes	Paris, France	1
Previously purchased 2 Miehles		
Cia General de Fosforos	Buenos Aires, S. A	2
Previously purchased 2 Miehles		
Isaac H. Blanchard Co	New York City	1
Previously purchased 4 Miehles		
Gumaelius & Komp	Stockholm, Sweden	2
Previously purchased 63 Miehles		
Kansas Farmer	Topeka, Kan	1
Previously purchased 2 Miehles		
The Stevens-Davis Co	Chicago, Ill	1
Imprimerie de Vaugirard	Paris, France	2
Previously purchased 8 Miehles		
Progressive Printing Co	Ft. Worth, Tex	1
E. R. Philo	Elmira, N. Y	1
Previously purchased 2 Miehles		
Maverick-Clark Lith. Co	San Antonio, Tex	1
Previously purchased 1 Miehle		
James Wilkinson	Dallas, Tex	1
Warner Brothers	Cincinnati, Ohio	1
The Criterion Press	Chicago, Ill	1
The Cramer-Krasselt Co	Milwaukee, Wis	1
Previously purchased 6 Miehles		
Farnham Ptg. & Sta. Co	Minneapolis, Minn	1
Previously purchased 6 Miehles		
Philadelphia Suburban Pub. Co	Philadelphia, Pa	2
Previously purchased 1 Miehle		
Canton Magazine Co	Canton, Ohio	1
Previously purchased 2 Miehles		
Illinois State Reformatory	Pontiac, Ill	1
Previously purchased 2 Miehles		
The Swayze Advertising Co	Canton, Pa	1
The Aull Bros. Paper & Box Co	Dayton, Ohio	1
Previously purchased 2 Miehles		
Burr Printing House	New York City	1
Previously purchased 8 Miehles		
Higbee-Bicknell Pub. & Ptg. Co	Cincinnati, Ohio	1
Previously purchased 1 Miehle		
The Whitworth Bros. Co	Cleveland, Ohio	1
Previously purchased 9 Miehles		
W. K. Farrington Press	Boston, Mass	1
C. W. Calkins & Co	Boston, Mass	1
The Crowell Pub. Co	Springfield, Ohio	1
Previously purchased 5 Miehles		
Gebr. Feyl	Berlin, Germany	1
Klopp & Bartlett Co	Omaha, Neb	1
Previously purchased 3 Miehles		
United Brethren Pub. House	Dayton, Ohio	1
Previously purchased 7 Miehles		
Speaker-Hines Ptg. Co	Detroit, Mich	1
Previously purchased 3 Miehles		
Parke, Davis & Co	Detroit, Mich	2
Previously purchased 7 Miehles		
The Barta Press	Boston, Mass	1
Previously purchased 5 Miehles		
P. H. Foster & Co	Boston, Mass	1
Previously purchased 3 Miehles		
Parsons Trading Co	Mexico City, Mex	1
Previously purchased 5 Miehles		
Arizona State Press	Phoenix, Ariz	1
Munder-Thomsen Co	Baltimore, Md	1
Previously purchased 9 Miehles		
The Stirling Press	Montreal, Que	1
Previously purchased 1 Miehle		
The Modern Printing Co	Montreal, Que	1
Previously purchased 3 Miehles		
Bennett-Thomas Mfg. Co	Chicago, Ill	1
John H. Smith	New York City	1
Previously purchased 3 Miehles		
Lecoq, Mathorel & Bernard	Paris, France	2
Previously purchased 11 Miehles		

Shipments for August, 1911—Seventy Miehle Presses

The Miehle Printing Press & Manufacturing Company

FACTORY: Corner Fourteenth and Robey Streets — Chicago, Illinois, U. S. A. — SOUTH SIDE OFFICE: 326 S. Dearborn Street

New York Office, 38 Park Row. Philadelphia Office, Commonwealth Building. Boston Office, 164 Federal Street. Dallas Office, 411 Juanita Building. San Francisco Office, 401 Williams Building, 693 Mission Street. 6 Grunewaldstrasse, Steglitz-Berlin, Germany. 23 Avenue de Gravelle, Charenton, Paris.

THE INLAND PRINTER



NOVEMBER · 1911

PRICE 30 CENTS

Smithsonian Institution
NOV 4 1911
National Museum

VOLUME 48 NUMBER 2

Remarkable fact:
The Printer who
Knows his costs
Is the readiest
To buy good inks
At the price
Warranted by their quality.
He is the one
Who knows to his cost
That cut-price inks
And cut-price printing
Are both evil fruits
Of the same tree.

Sigmund Ullman Co.

Chicago New York
Cleveland Cincinnati
Philadelphia

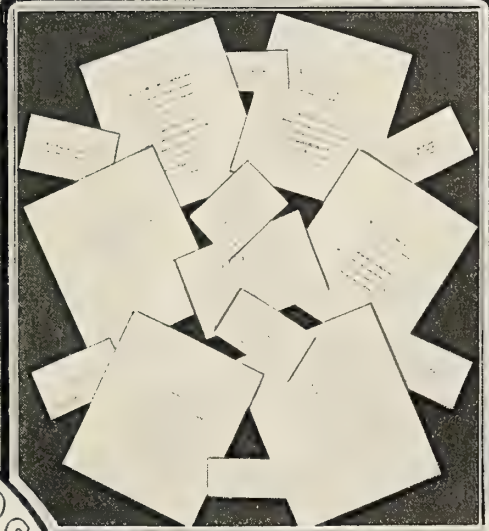
Announcement of Seasonable Goods by our Stationery Department



Unlimited assortment of Staple and Holiday Papeteries.

If you are interested in such goods as are pictured here-get our 1911-1912 STATIONERY CATALOG-mailed free. Ask about our sample proposition. A letter from you will put you in touch with the line you ought to handle. We want your business and can prove it.

BUTLER·BRANDS
·PAPER·
THE BEST



Everything in Engraved Goods Expert Workmanship.



Unparalleled line of Programs, Menus, Folders, Announcements, Etc.



Newest and Best in Gift and Advertising Calendars.

The Calendar business is a lucrative proposition for printers and requires practically no investment. Our 1913 line of Advertising Calendars is the greatest we have ever offered and those who have been acquainted with our lines in the past will appreciate the significance of this statement. Our policy of protecting the printer's interest instead of selling direct to consumers as is customary with manufacturers, is worthy of your support. Samples of the new line will be ready in December - Requisition should be sent now. Write for information.

J.W. BUTLER PAPER CO. CHICAGO

ESTABLISHED 1844


Advertising Yourself Through Your Customers' Catalogs
Occasionally a catalog so attractive and unusual in appearance reaches a buyer's desk that he remarks "That is a striking piece of printing — I wonder who did it." Such a catalog is bound to pull results for the firm that issues it. But it does more. Because it pays the manufacturer, it satisfies him, and means that the same printer gets his next catalog order. And because it pleases the recipient, it is as energetic and effective a salesman for the printer as it is for the manufacturer. ¶ In catalog-making the essential feature is the cover stock used. It must have the strength to withstand hard usage — a texture that will permit beautifully printed, engraved, or embossed effects — and a permanency of beauty that keeps it attractive throughout its term of service. ¶ By using Kamargo Mills Covers you can please your regular customers — win *new* customers — build up a reputation of catalog quality for your shop — and make more money.
Kamargo Mills
Catalog Covers
FOUNDED 1808
are the result of over a century of experience, special equipment or "tackle," and the greatest care and skill ever applied to the making of catalog covers. They are suitable for big service catalogs, for dainty brochures, for small or large folders — any booklet where artistic display plus permanence and durability are desired. The wide variety of wonderfully rich tones, shades, and colors of Kamargo Mills Covers makes easy unusually striking printed and engraved effects. It is not mere surface attractiveness that constitutes Kamargo Mills Cover value, but an unequalled combination of beauty and strength absolutely unique in cover papers. ¶ Kamargo Advertising is not only educating business men to the use of *better* catalogs, but is actually *increasing the use of catalogs.* In SYSTEM alone every month, we are creating *new customers* for you by telling over 100,000 executives — probably 300,000 cover paper purchasers — the economy and efficiency of Kamargo Mills Covers.
Get this Free Text Book on Catalog Printing
Kamargo Mills Samples de Luxe show you how various colors and inks can be blended, giving striking effects to your catalog work. It tells you how you can build up a reputation for high-grade catalog work, get better prices, and keep your estimates reasonable. We will send it promptly and tell you how you can get your share of the new business we are creating for printers who use Kamargo Mills Covers. Just write us a brief note on your letterhead
TODAY — NOW
Knowlton Bros., Inc.
Cover Department B
Watertown New York



Enthusiasm and Confidence

Are Back of This Great Writing Paper and Advertising Success

"Famed for Its Excellence"

Brother Jonathan Bond

THE ADVERTISEMENTS pictured above are but three of a great number of full-page announcements appearing in magazines which circulate among business men, advertisers and stationery buyers—the very men whose business you seek.

¶ We are helping you by going direct to these men with attractive, forceful, heart-to-heart educational talks through such mediums as magazines, newspapers, painted bulletin-boards and printed matter. We are persistent in our advertising efforts and are leaving no stone unturned to proclaim the merits of BROTHER JONATHAN BOND throughout the business world.

¶ In strength, color, surface and every other qualification essential to the production of high-class stationery, there is no paper made, price considered, that is as wholly satisfactory as BROTHER JONATHAN BOND. This paper is the best that skilled artisans can produce with the aid of the most modern manufacturing facilities, admirable mill location and a high grade of linen rags.

¶ BROTHER JONATHAN BOND is the business man's ideal—the *recognized best* for the purpose. Why not decide now, rather than later, to put this paper in stock and announce the fact to your customers? Supply it on their orders, thereby insuring satisfaction and high quality, which carries with it better prices.

¶ Your initial order will make future business a certainty.

¶ Shall we send you a complete line of BROTHER JONATHAN BOND samples?

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co.	Milwaukee, Wis.
Interstate Paper Co.	Kansas City, Mo.
Southwestern Paper Co.	Dallas, Tex
Southwestern Paper Co.	Houston, Tex.
Pacific Coast Paper Co.	San Francisco, Cal.
Sierra Paper Co.	Los Angeles, Cal.
Oakland Paper Co.	Oakland, Cal.
Central Michigan Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
American Type Founders Co.	Spokane, Wash.
American Type Founders Co.	Vancouver, British Col.
National Paper & Type Co. (Export only)	New York City
National Paper & Type Co.	City of Mexico, Mex.
National Paper & Type Co.	City of Monterey, Mex.
National Paper & Type Co.	Havana, Cuba

Address Division 1

J. W. Butler Paper Co. Established 1844 Chicago

As a Safeguard and Element of Real Protection

can you afford to neglect so vital an addition to your equipment when the cost is so nominal, and considering the many advantages to be enjoyed by the installation of this device?

Printers who *know* through *daily experience* would not part with or think of being without the

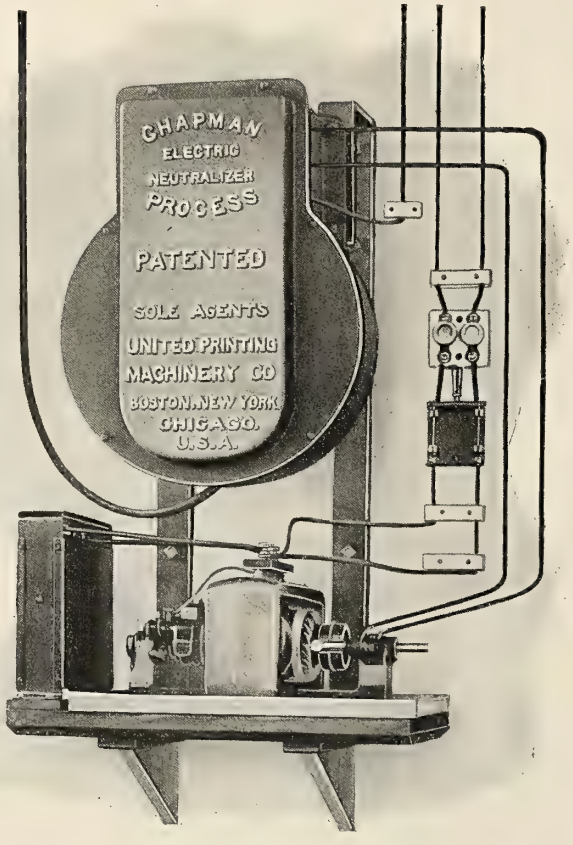
Chapman Electric Neutralizer

When installed it will overcome all difficulties due to static electricity, permitting the printer to maintain even pressroom temperature. Will save in production, eliminate the necessity of slip-sheeting, prevent offset, and do away with many "print-shop" troubles, too numerous to mention.

It is the only neutralizer sold with a *guarantee.* It is the only neutralizer that *can* and *does perform* all claims made for it.

The installation of the Chapman Electric Neutralizer is simple in operation, absolutely foolproof, durable, and by no means expensive. You will be surprised what this neutralizer will do for you.

Best send to-day for full particulars



SOLE SELLING AGENTS

United Printing Machinery Co.

246 Summer Street, BOSTON
12-14 Spruce Street, NEW YORK

WESTERN AGENT

Williams-Lloyd Machinery Company

638 Federal Street, CHICAGO

The Men Who Get Ahead Fastest Are Those Who Look Ahead Farthest

A FEATURE of the Monotype as a type-casting machine that appeals strongly to the men who can see a little further than next Saturday night is a feature that has nothing to do with type-casting at all.

Even if there were machines that were the equal of the Monotype as type-casters, the Monotype would still be the only machine that these wise ones would buy.

Because the Monotype Caster is something more than a type-caster. It is, in addition, more than half a type-setting machine.

Perhaps your own present need may be for a type-caster. You may say that you do not need a composing-machine. Perhaps you don't—now. But can you say that you never will need one?

You can't say that you won't need lunch, because it is now only time for breakfast. Any Monotype Caster is quickly and inexpensively converted into a composing-machine by adding the necessary parts or "units." You don't pay for these until you want them, but in buying the Monotype caster you have more than half paid for your composing-machine.

Converting the type-caster into a composing-machine doesn't affect it as a caster. It remains the fastest, simplest, most efficient caster, with the largest choice of available matrices, even after it has been made also into the fastest, simplest and most efficient type-setter.

More than 900 fonts are now available for use with the Monotype. Casts all sizes from 5 point to 36 point. Casts and sets all sizes from 5 point to 18 point.

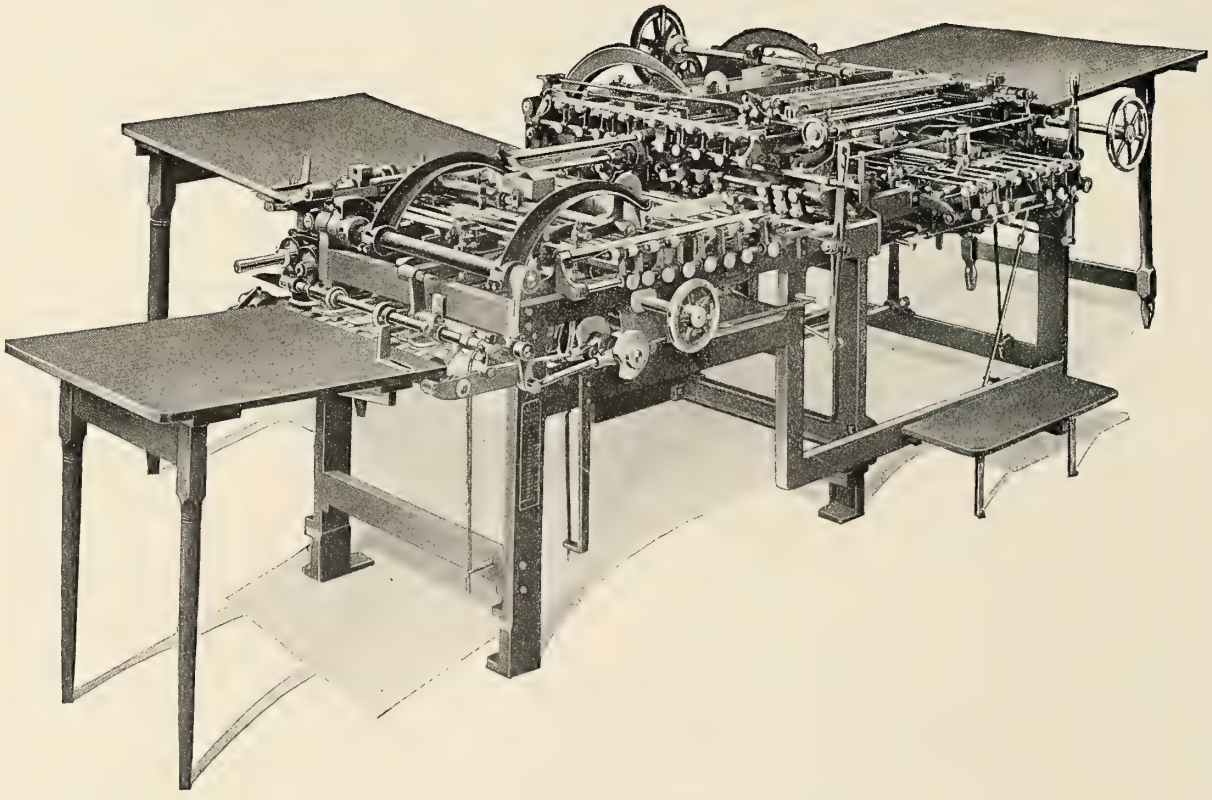
Lanston Monotype Machine Co.

Philadelphia

304-10-11-100-E

This Advertisement shows Monotype Faces and Border

New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

MADE BY

Brown Folding Machine Co.

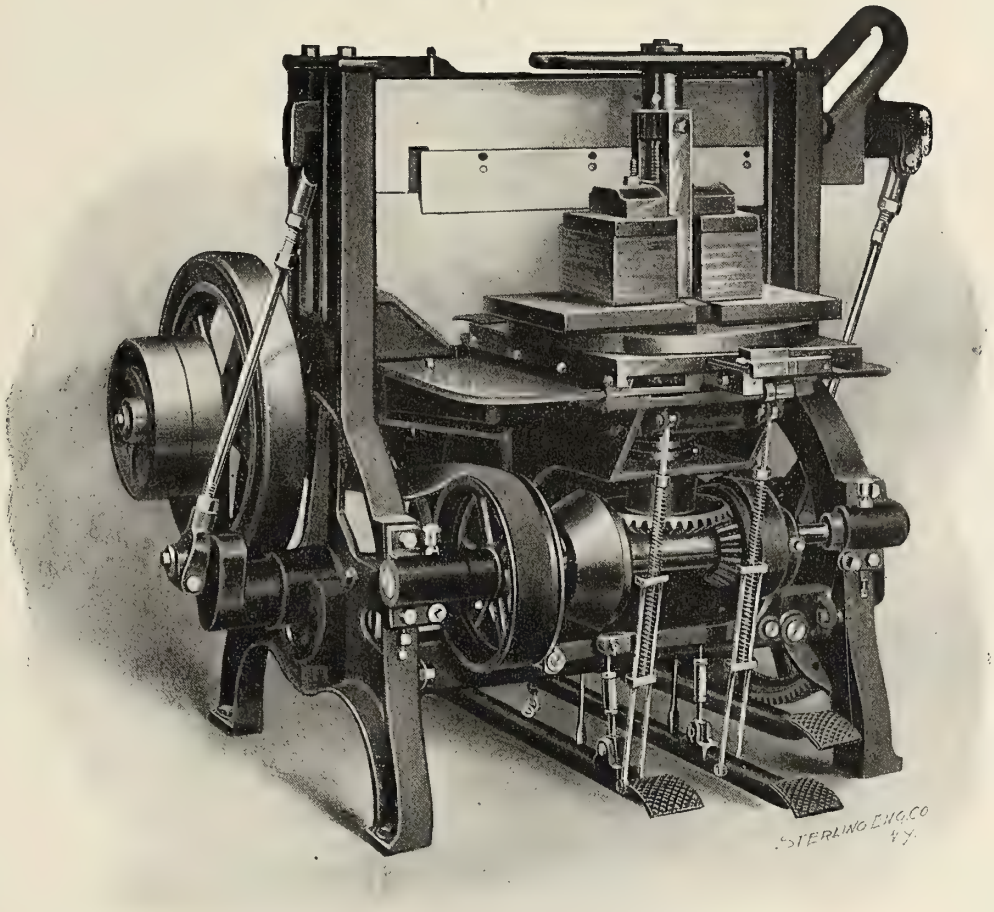
Erie, Pa.

Chicago
345 Rand-McNally Building

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

SHERIDAN'S AUTOMATIC CLAMP BOOK TRIMMER



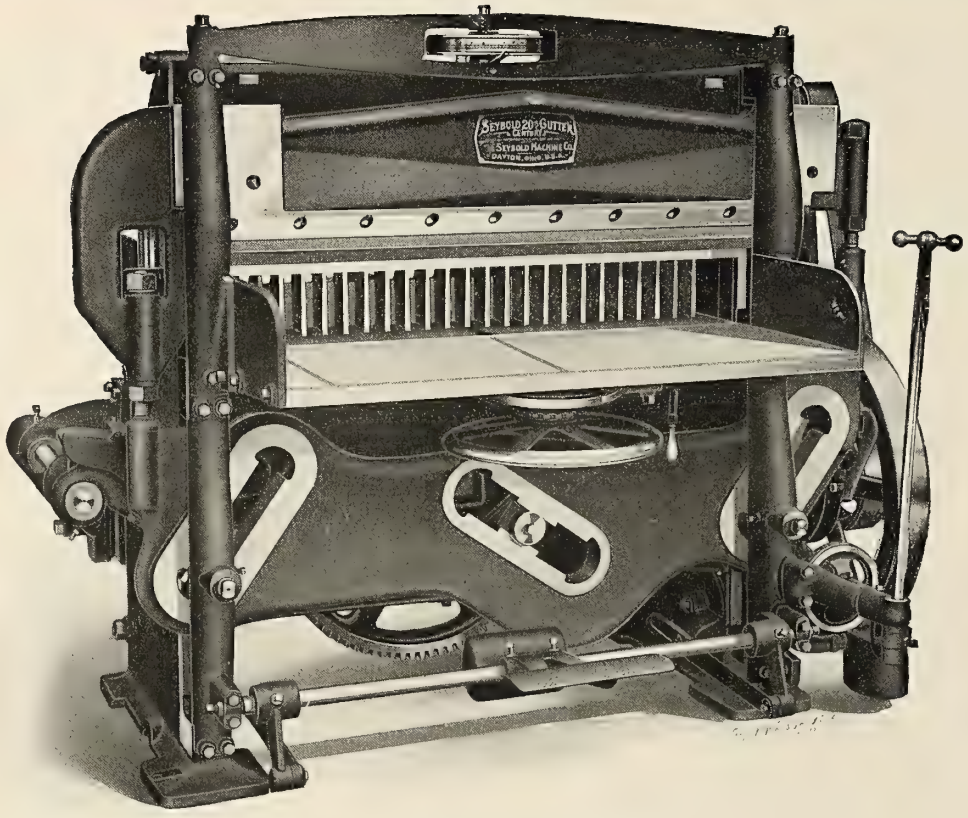
Write for Particulars, Prices and Terms

T. W. & C. B. SHERIDAN CO.

Manufacturers of Paper Cutters, Book Trimmers, Die Presses, Embossers, Smashers, Inkers, and a Complete Line of Printers' and Bookbinders' Machinery

NEW YORK 56 Duane Street
CHICAGO 17 South Franklin Street
LONDON 65-69 Mount Pleasant

The Seybold 20th Century Automatic Cutting Machine



SEYBOLD PATENTS
Illustration 38-inch, 44-inch and 50-inch Sizes.

The Seybold 20th Century is the *one* cutting machine that produces *smooth and even* cutting.

WHY?

Because the shear and down cutting strains are *concentrated* and *come directly beneath the table*, the *strongest* portion of the machine, consequently *freeing the knife bar entirely from vibration.*

On all other cutters the knife bar is guided *above the table.*

LET US SEND FULL PARTICULARS

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 426 South Dearborn Street.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

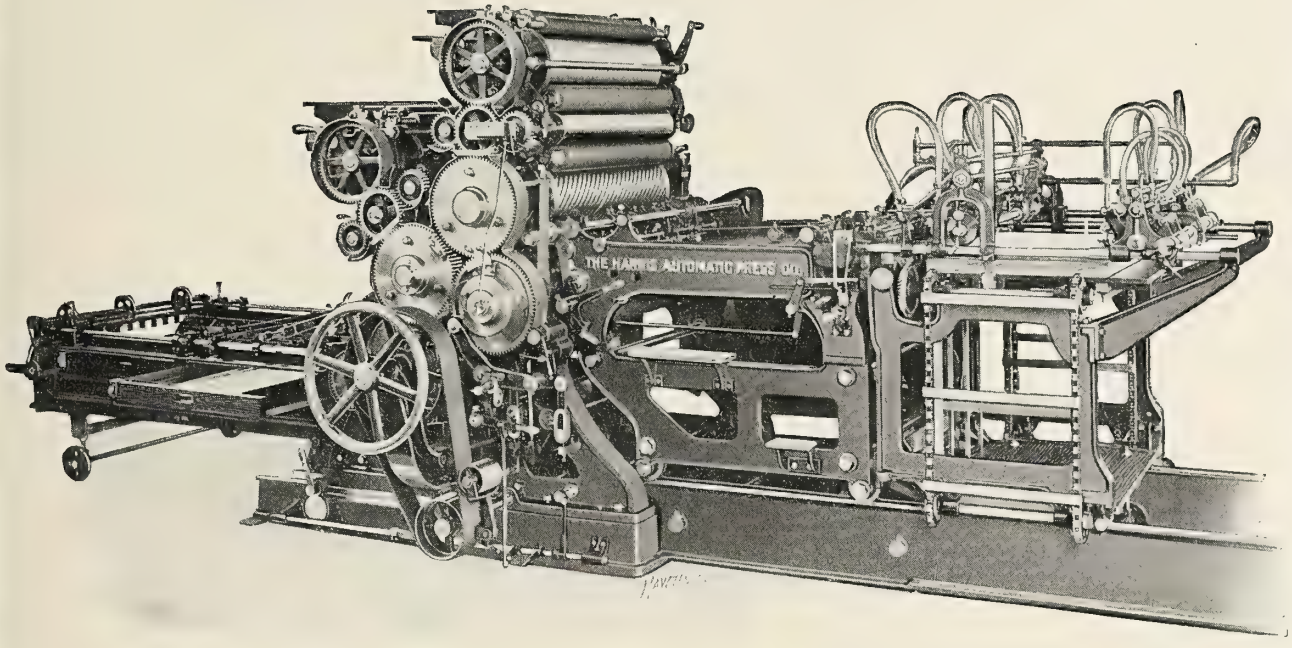
QUEEN CITY READY TO MIX GOLD INK

THE QUEEN CITY PRINTING INK Co.



FRDMANN

Arguments May Be Meaningless Facts Instil Confidence



THIS IS A FACT:

The average printer buys large size flat-bed presses with maximum speed of 1,500 per hour. Eighty per cent of his work is then done on sheets smaller than the capacity size of the presses. If you don't believe this fact, take a census of your flat-beds to-day and you will have to admit it.

The poorest purchase a printer can make is to buy a big press just because he has one job to go on it and ever after run that press on smaller work. The 28 x 42 two-color, 4,000-per-hour Harris Automatic Press will handle the big job and the small one also, making you more money on both.

QUALITY WITH LARGE OUTPUT

THE HARRIS AUTOMATIC PRESS CO.

CHICAGO OFFICE
Manhattan Building

FACTORY
NILES, OHIO

NEW YORK OFFICE
1579 Fulton-Hudson
Terminal

ADDRESS ALL CORRESPONDENCE TO THE GENERAL SALES OFFICE—CHICAGO

The Spirit of Christmas



WHEN the air is charged with good feeling and the world is tolerant and in a receptive mood, we embrace the opportunity to cement existing friendships and grapple for new ones. That is, we do in our social life.

In business circles—especially between employer and employee—comparatively few take advantage of the opportunity offered by Christmastide to show appreciation of past efforts or present friendly feeling.

In the order of things, employers should blaze the way.

What better memento of good will and appreciation could a graphic-arts employer present an employee than a year's subscription to The Inland Printer?

It costs comparatively little, and many times during the year it will remind the recipient of the donor's friendship. As he absorbs gainful knowledge—for The Inland Printer is the great schoolmaster—from its pages, he will think again and again of the man who put him in the way of getting it.

Mr. Employer, it would be the gracious thing to have your Christmas remembrances include The Inland Printer for heads of departments, the journeyman you like or the apprentices whom you should encourage.

Make a memo. now that you will do this next Christmas time.

We will tell the recipient what you have done—and tell him in a way that will interest him.

The Inland Printer costs only $3 a year.

The Inland Printer Company

632 South Sherman Street, Chicago

Why Do We Please Printers?

BECAUSE—we make our inks from the very best product that money can buy.

BECAUSE—our inks are representative of the very best value, dependable, and save time in the pressroom.

BECAUSE—our quality commands the confidence of all the good printers who know and appreciate ink-efficiency.

BECAUSE—our inks are made for all printing purposes, guaranteed for their excellence, strength and density, and known for their *unvarying* quality.

BECAUSE—the printer gets a greater value for his money in our inks than any other made. And we guarantee absolute satisfaction. Therefore, the printer is protected and is *not* required to *experiment.*



ASK FOR OUR SPECIMEN-BOOK

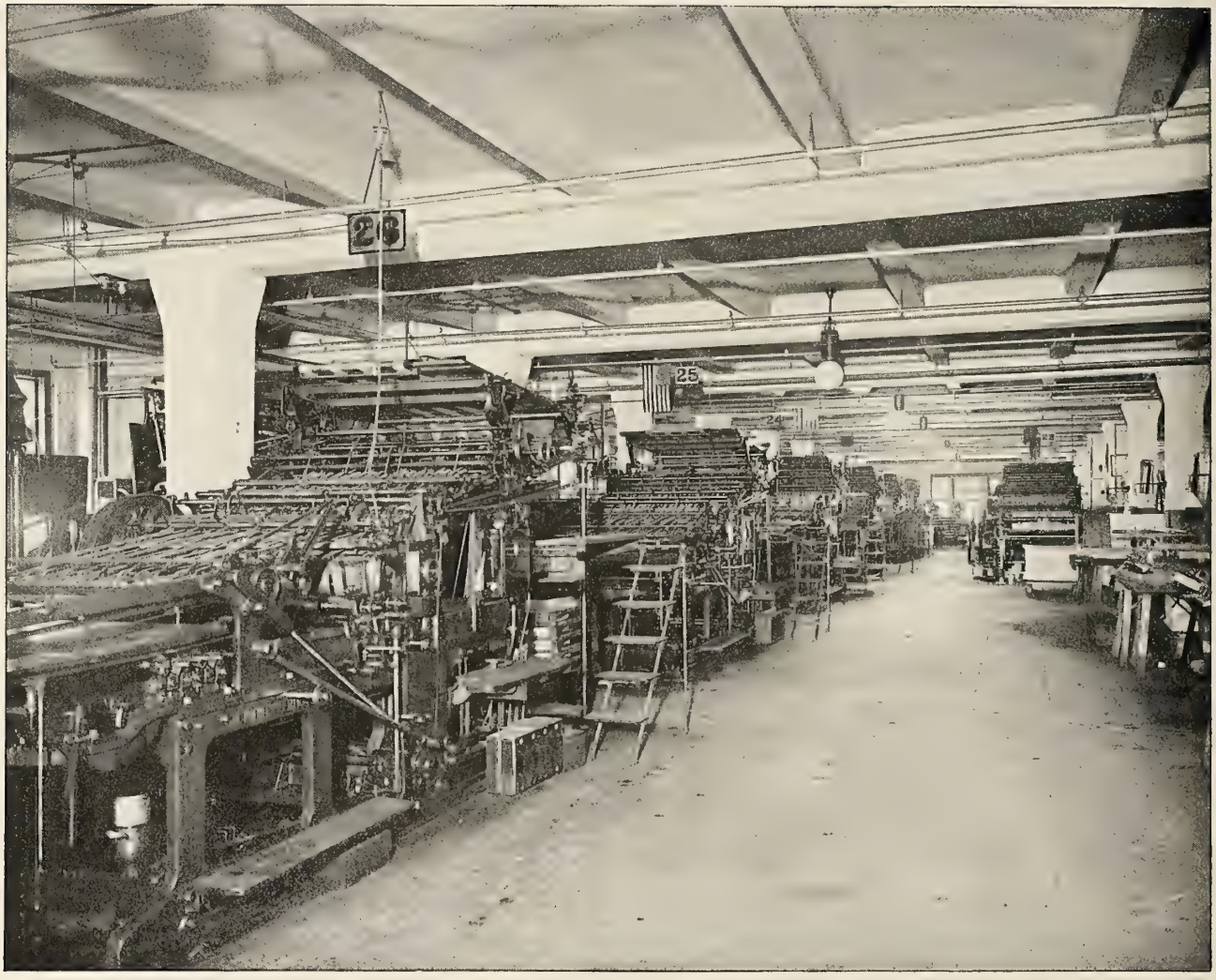
Main Office and Works—NEWARK, N. J.

THE JAENECKE PRINTING INK CO.

CHICAGO OFFICE: New Number, 531 S. Dearborn Street
Old Number, 351 Dearborn Street

NEW YORK PHILADELPHIA ST. LOUIS DETROIT
PITTSBURG BALTIMORE

BUTTERICK USES



75 CROSS FEEDERS

The exclusive use of this type by the Butterick Company was decided upon after the most rigid tests of efficiency and operating cost. Ask us to show *you* how to profit by the experience of the many large and small users of Cross Continuous Feeders.

DEXTER FOLDER COMPANY

NEW YORK **CHICAGO** **PHILADELPHIA** **BOSTON**

DODSON PRINTERS SUPPLY CO.
ATLANTA, GEORGIA

BRINTNALL & BICKFORD
SAN FRANCISCO

THE J. L. MORRISON CO.
TORONTO, CANADA



DEXTER

No. 190 Jobbing Folder

makes the folds illustrated here. We will send you these dummies for the asking. *They show* actual work of the machine and are valuable for reference in office, pressroom and bindery. Ask for them. Many oblong and irregular folds can also be made by special imposition.

DEXTER FOLDER CO.

200 Fifth Avenue, NEW YORK — 431 South Dearborn Street, CHICAGO

Fifth and Chestnut Streets, PHILADELPHIA

185 Summer Street, BOSTON — Dodson Printers' Supply Co., ATLANTA, GA.

Brintnall & Bickford, 568 Howard Street, SAN FRANCISCO

T. W. & C. B. Sheridan, LONDON, ENGLAND — The J. L. Morrison Co., TORONTO, CANADA

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

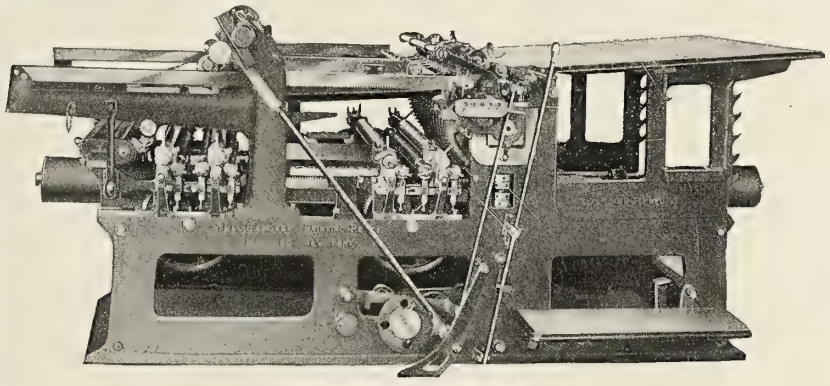
BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus

The Babcock Optimus

The No. 43 Optimus prints a 25x38 sheet with half-inch margins, or an envelope. Measured by any test it is the most satisfactory small press for big printing ever sold. No other small machine has ever sold half as well.

The No. 43 Optimus unites the advantages of the pony and the heavy press. It is handy and fast for the small and light forms, with the strength and distribution needed for the heavy ones. It is the ideal all around printing machine, especially valuable where one two-revolution press is enough, or to relieve big machines of small but heavy forms.



The No. 43 Optimus, Feeder Side

Three three-inch form rollers and their geared vibrators have an inking surface sufficient to cover the form nearly twice even if it were a solid block. The rollers alone have a surface much in excess of form. The form rollers are interchangeable with those on the table, which also have geared vibrators. Any roller can be used as a rider. The ink is well distributed before it reaches the table. The feed is from ductor, *which acts as a distributor one-half the time,* to the first steel vibrator, thence through the composition rollers to the table, where it is further worked before it reaches the form rollers and their vibrators. It is greater distribution than that of some large four-roller presses. There is nothing better on a two-revolution press, nothing as good on a small one.

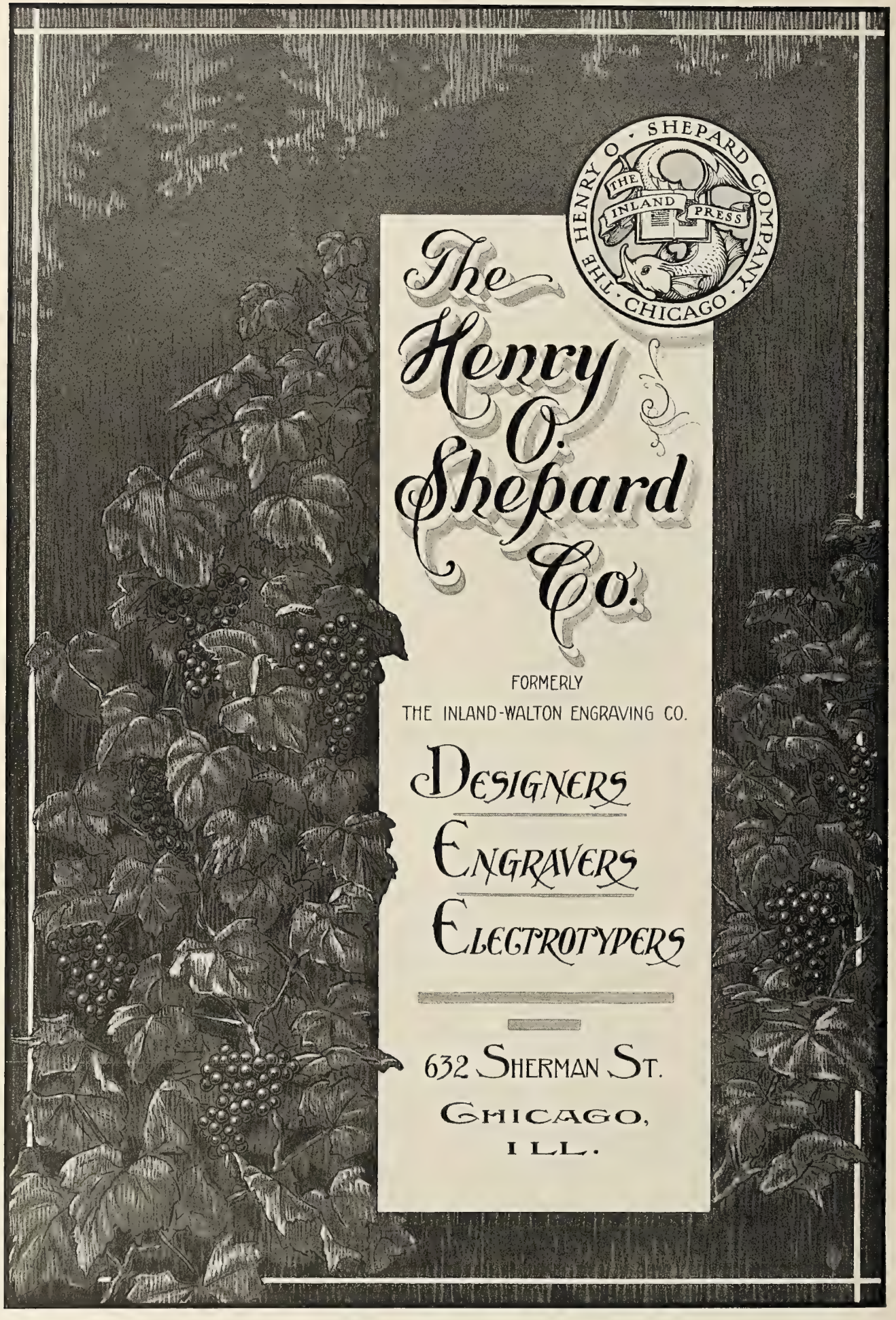
Five tracks, on a centergirt more than twice as strong as any other in a small press, support the bed The cylinder is hung and braced in a powerful manner. The whole is a reproduction of the splendid plan of Optimus rigidity, with capacity for anything that can be placed on the bed. The remarkable Optimus printed side up sheet delivery, of all in use the most satisfactory and economical for small work, is part of the equipment of this press.

The No. 43 Optimus requires small space; stands low; is easily handled; is fast and almost noiseless in operation. It has never been equaled in perfection of details. There is no other press like it, nor any just as good. The price is as attractive as the press itself.

The Babcock Optimus

We have issued a new catalogue of Babcock Drum Cylinder Presses, a handsome job worked on a No. 3 Pony Express drum. If you have not had one, send us your request and address. Babcock drums are acknowledged everywhere without serious competition. There is a large amount of printing, some of it high grade, that can be as well done on these machines of moderate price as on others costing much more. They both save and make money.

SET IN AUTHORS ROMAN


THE HENRY O. SHEPARD COMPANY · CHICAGO ·
THE INLAND PRESS
The Henry O. Shepard Co.
FORMERLY
THE INLAND-WALTON ENGRAVING CO.
DESIGNERS
ENGRAVERS
ELECTROTYPERS
632 SHERMAN ST.
CHICAGO,
ILL.



THE
AULT & WIBORG
COMPANY

MANUFACTURERS OF
LETTERPRESS
AND
LITHOGRAPHIC
PRINTING INKS

CINCINNATI · NEW YORK · CHICAGO
ST. LOUIS · BUFFALO · PHILADELPHIA
MINNEAPOLIS · SAN FRANCISCO · BOSTON
CLEVELAND · TORONTO · MONTREAL
WINNIPEG · HAVANA · CITY OF MEXICO
BUENOS AIRES · PARIS · LONDON



SURPRISE BLACK, 1028-31.

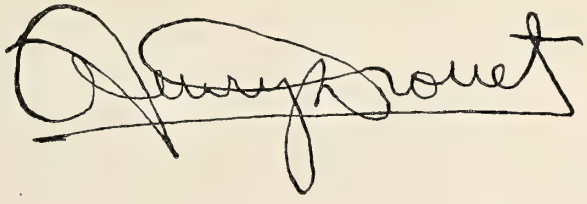
REWARDed.

SIX years ago a prominent firm of printers sent their foreman to New York City to inspect a new type of automatic press that had been brought to their attention. Mr. Foreman was favorably impressed with the machine, and, realizing its wonderful possibilities, he applied to the manufacturers for the position of demonstrator of the machine. Being a man of exceptional originality, the manufacturers were glad to avail themselves of his services, and for four years he held this position with credit to himself and profit to his employers.

In 1908 he severed his position with the manufacturer and started in business for himself as a manufacturing printer of specialties. As his family was large and his capital necessarily limited, this required some very skilful financing on his part.

At the rear of his home was a stable. Removing the stalls and the partitions in the lower floor, he sheathed the whole interior, thus converting it into a very satisfactory pressroom, in which he installed a stove, a gas engine and one automatic press. In four months he installed a second machine, and it then became necessary for him to secure larger quarters, so a small factory was secured and his third automatic machine installed in less than a year. In a short time this factory became too small, and he has recently purchased and removed his plant to a three-story factory, 30 x 100, and in addition to his automatic presses he now has several jobbers, a pony cylinder, a special rotary, type, etc., on which a valuation has been set of $50,000.00.

This story should interest you, as it is true, and while you could not secure the services of this man, it may interest you to know that the New Era Presses, which have been so instrumental in his success, can be secured from The Regina Co., 217 Marbridge Building, Broadway and 34th Street, New York City.





For Effective Yet Inexpensive Letterheads

TOKYO BOND offers you greater possibilities in printing Business Stationery than any other bond paper except those costing more than twice as much, and even these expensive bonds will not produce any better-looking, better-wearing, or more artistic letter-heads.

If you pay more than the cost of Tokyo Bond you are only increasing the cost of your stationery job, without being able to get any more money for your work.

Tokyo Bond is made in seven distinct colors—every sheet water-marked.

It is of similar character to the most costly bonds, similarly loft-dried, cockle-surfaced, etc., and to any but an expert papermaker bears all the earmarks of very costly bonds—but *costs less than half their* price.

Tokyo Bond will enable you to produce better, more distinctive and attractive letter-heads at a saving. It will satisfy your old customers, and our steady, consistent and convincing advertising brings you new customers besides.

In SYSTEM alone we are telling 100,000 business firms who buy SYSTEM—possibly 500,000 probable purchasers of business stationery—who read it—the advantages of Tokyo Bond.

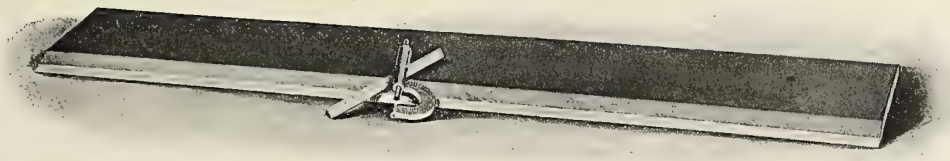
An examination of samples instantly convinces every practical printer of the worth, possibilities and economy of Tokyo Bond.

If your jobber can not supply you, a note to us on your letter-head brings samples and trade papers. Upon request, we will send you a handsome letter-head in colors in Tokyo Bond—a design of which the cut in this advertisement is an adaptation—proving conclusively the remarkable effects attainable with Tokyo Bond. Just dictate a request *now*—it will pay you.

Tokyo Bond
DEPARTMENT

Crocker-McElwain Company
104 Cabot St., HOLYOKE, MASS.

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

NEW YORK OFFICE—W. E. ROBBINS, 21 Murray Street
Phone, 6866 Barclay

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	1830 to 1905

COES is Always Best!

WRITE FOR SAMPLES

If its ENGRAVED or EMBOSSED
"WE DO IT"

TELEPHONES RANDOLPH 805-806

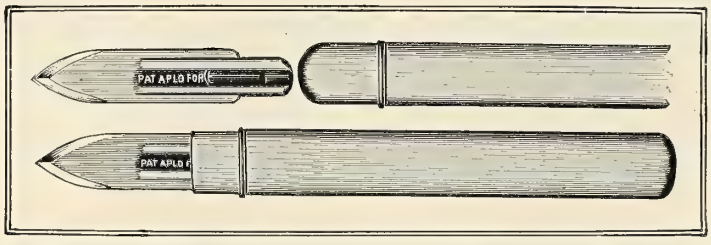
WM. FREUND & SONS

EST. 1865 INC. 1893

WEDDING INVITATIONS · BOOK PLATES
MONOGRAM STATIONERY · CARDS · MENUS
DANCE PROGRAMS · CLUB INVITATIONS
BUSINESS STATIONERY · ETC.

STEEL AND COPPER PLATE
ENGRAVERS AND PRINTERS
STEEL DIE EMBOSSERS
16 TO 20 E. RANDOLPH ST., CHICAGO

ENGRAVERS TO THE TRADE



Pressmen!

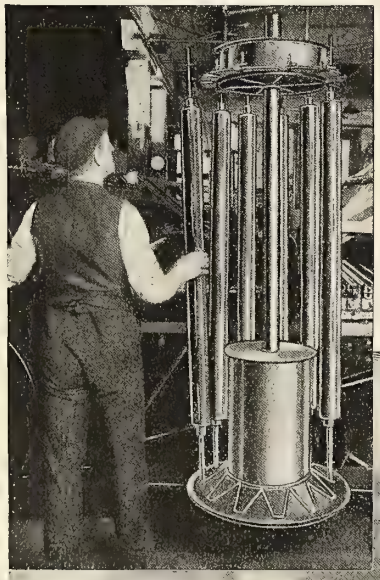
Here is the Overlay Knife you have been waiting for.

A handle with a reversible blade-holder. When not in use, blade is slipped into the handle. Can be carried in the vest pocket. Blades finely tempered. When worn down, throw away and insert a new one.
Price, postpaid, with one extra blade, only 35 cents; extra blades, postpaid, 5 cents.
Special prices in quantities.

1729 Tribune Bldg
NEW YORK

THE INLAND PRINTER COMPANY

632 Sherman Street
CHICAGO

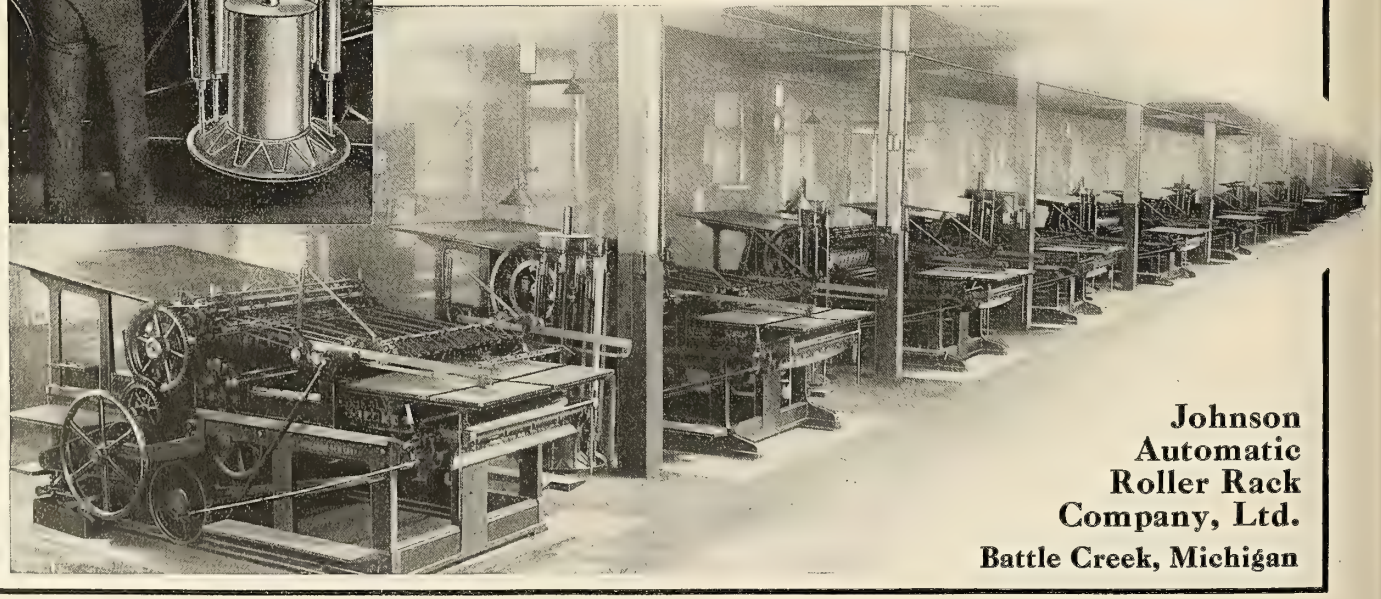


Cost Reductions in Your Plant

are not complete until you introduce "*The Johnson Way*" in your pressrooms

Point No. 2 **"The Johnson Way" stands for good rollers every day; rollers washed and cared for under other methods become unfit for their highest efficiency after a few weeks' use.**

Part of pressroom, Cargill Company, Grand Rapids, one of Michigan's finest printers



Johnson Automatic Roller Rack Company, Ltd.
Battle Creek, Michigan

Latest

Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment

(Unexcelled)

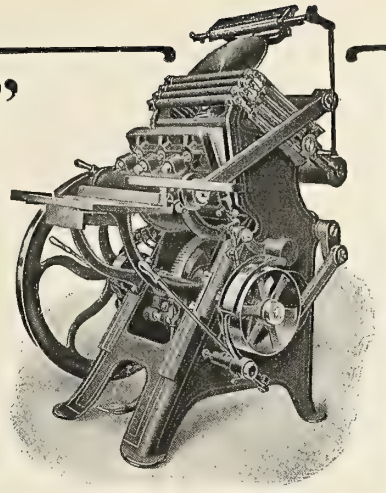
"Prouty"

Obtainable through any Reliable Dealer.

MANUFACTURED ONLY BY

Boston Printing Press & Machinery Co.

OFFICE AND FACTORY
EAST BRIDGEWATER, MASS.



Read by British and Colonial Printers the World over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of jobwork form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2 per Annum, post free. **Specimen Copy sent on receipt of 35 Cents.**

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER and LONDON

Tympan Gauge Square

FOR QUICKLY AND ACCURATELY PLACING THE GAUGE PINS ON A PLATEN PRESS.

Made of transparent celluloid, ruled in picas. Size, 3¾ x 8⅛ inches.

By placing the square over the impression of the job on the tympan in the proper position, and marking with a pencil along the left and lower edges, the gauges can be placed correctly at once. Will save its cost in one day's use.

Twenty-five cents, postpaid to any address.

THE INLAND PRINTER CO.
632 SHERMAN STREET - - - - CHICAGO

It's a Wonder Becks' Wouldn't Change This Ad!

It's Been in for Goodness Knows How Long

Yes—and it's apt to be in for some time to come, too!

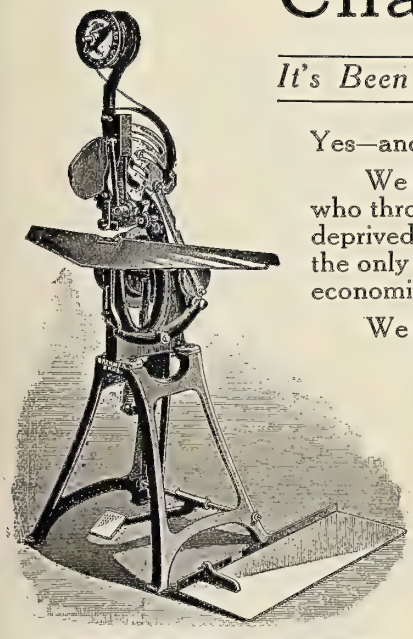
We find that there are still many thousands who through ignorance of its fine merits are being deprived of the benefits of the Brehmer Stitcher, the only accurate, simple, rapid and economical stitcher made.

We find that users have been squandering large sums for complex, as well as costly-to-operate, stitchers without getting good results.

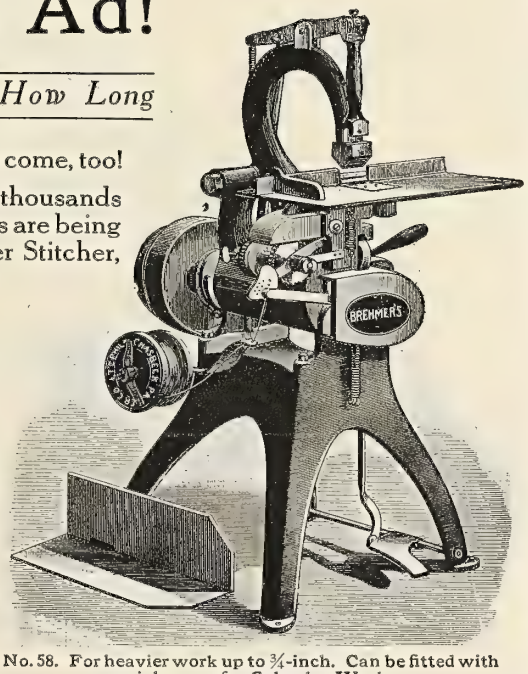
Just a little missionary work.

We're out to prove to the unenlightened.

Don't Be Ignorant—
Investigate!



No. 33. For Booklet and other General Printers' Stitching.



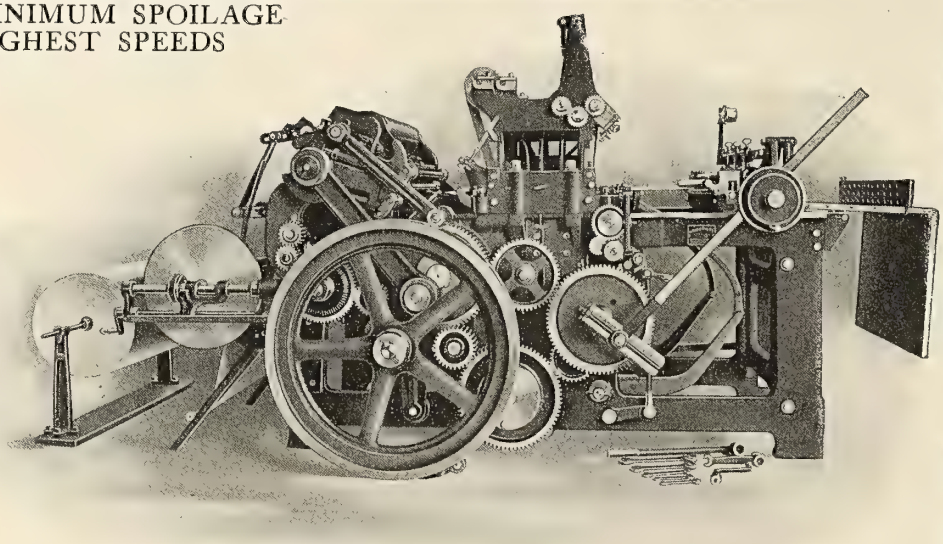
No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA
609 CHESTNUT STREET

KIDDER Roll-Feed Bed and Platen Presses

Are Superior to All Other Automatic Presses

THEY FEED FROM THE ROLL, are easily and quickly adjusted, and are capable of the widest possible range of special work.
THEY PRINT FROM TYPE OR PLATES according to style of press.
THEY PRINT ON ONE OR TWO SIDES of the paper, in from one to four colors, as specified.
ACCURATE REGISTER is *sure* and not a matter of guess-work.
MINIMUM SPOILAGE
HIGHEST SPEEDS



This Press

prints from plates, on one or both sides of the paper, in one or more colors up to four. It is built in four sizes.

It Makes Large Profits for its Owners

Write for information on either our Standard Styles or Special Presses for Special Work.

KIDDER PRESS COMPANY

Main Office and Works:
DOVER, N. H.

New York Office: 261 Broadway
GIBBS-BROWER CO.
AGENTS

CANADA: The J. L. Morrison Co., Toronto. GREAT BRITAIN: John Haddon & Co., London. SOUTH AMERICA: J. Wasserman & Co., Buenos Aires.

An Added Monthly Profit

to the average printer and dealer selling our *Peerless Patent Book Form Cards* is indicated by our records as

Averaging $75.00 per Month



Appearance of Our Neat Cards in Case

That is only the indicated *direct* profit, while the *indirect* profit growing out of the printer's ability to give his customer the best the world affords in cards, by orders for other high-class work (and high-class work is always the most profitable), probably many times multiplies that sum. You just can not afford to ignore the trade-winning possibilities and certainties which the handling of these cards means.

Write To-day for Samples and Prices.

The John B. Wiggins Company

Established 1857
Engravers, Plate Printers, Die Embossers
52-54 East Adams Street Chicago

Thalmann Printing Ink Co.



MANUFACTURERS OF
LITHOGRAPH AND LETTERPRESS
INKS

PROCESS INKS & INKS FOR OFFSET PRESSES
BEST GRADES IN ALL SHADES OF COLORS
STEEL AND COPPER PLATE INKS

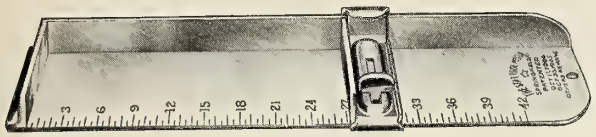
Our Electric Annihilator a Benefactor for Pressmen

HOME OFFICE
212 Olive Street, ST. LOUIS, MO.

DEPOTS
Chicago, Ill., 711 S. Dearborn St.
Kansas City, Mo., 600 Delaware St.
Nashville, Tenn., 222 N. Second St.
Memphis, Tenn., 73 Union Ave.
New Orleans, La., 535 Magazine St.

If shops where Star Sticks are used find that cost of production is reduced because of their unfailing accuracy—isn't such a condition a supreme test and worth *your investigation?*

The Star Composing Stick



"Tools of Quality for Particular Printers"

is the one faultless companion and stands unapproached—in rapidity, accuracy, durability, comfort and *ease in use.*

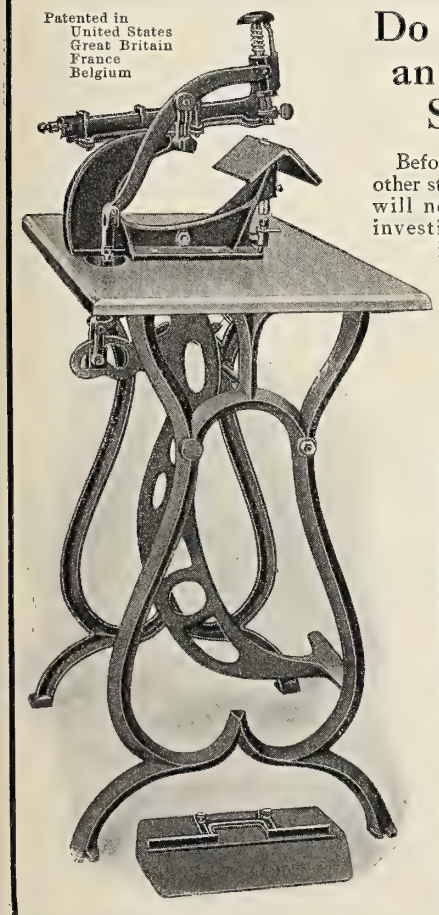
MADE IN ALL POPULAR SIZES.

FOR SALE BY SUPPLY HOUSES GENERALLY

The Star Tool Mfg. Company

17 West Washington Street Springfield, Ohio

Patented in
United States
Great Britain
France
Belgium



Do You Want an Accurate Stapler?

Before you purchase another stapling machine, you will never regret having investigated the recently improved

Acme Binder No. 6

Its scientific construction and its up-to-date improvements all go to make a satisfactory stapler.

The "Acme" keeps down your cost of production in the bindery department. Its working is smooth, rapid, and its range of purpose makes the "Acme" a popular bindery necessity.

For sale by printers' supply houses throughout the United States.

Let us send you full particulars.

The Acme Staple Machine Co., Ltd.,

112 North Ninth St.,
Camden, N. J.

"Best Ever" After Two Years

That's what Charles W. Mardorff, of Brownsville, Pa., says. His slogan as printed on his letterhead reads:

"Mardorff Printing Pleases
Our Motto—Always on Time"

And the Kimble Motors *help* him to please his patrons in quality and in promptness.

Says he:

"Both Kimble Motors are doing fine after nearly two years of almost constant use. They are the 'best ever'. Would not be without them. There is no way of figuring their great value in an office."

KIMBLE PRINTING PRESS MOTORS

Do a lot of useful things that other motors *won't* do, and they *omit* doing a lot of bad things that other motors *insist* on doing.

They are *built specially for printing presses.* A touch of the toe makes them go fast or slow. The *Variable Speed* feature gives you *absolute control,* prevents spoilage, permits speeding up when you want it, makes it easy to run slow when you want to, and the cost of operation is exactly proportionate to the speed.

The efficiency of your shop depends largely upon using the right speed on each job. On other motors, when you cut the speed, the cost remains about the same, because you are simply "putting the brakes on," while the electricity comes through the meter as fast as ever. On Kimble Motors, cutting the speed cuts the cost; and even if you run at the highest speed, your current cost is less than that of any other motor.

Instantly Reversible

The same lever that slows the speed also *reverses.* This is something you can't do on any other motor.

Not an Experiment

Brother Mardorff testifies that his Kimble Motors have been in continuous use for *two years.* Long enough time to get a pretty good test, eh?

"Kimble-ize Your Shop"

Not Your Presses Only, But All Your Machinery

Variable speed, single-phase, A. C., friction drive, ¼ h.-p. to ½ h.-p. for jobbers.

Same type, belt drive, ¾ h.-p. to 3 h.-p. for extra large jobbers or ponies.

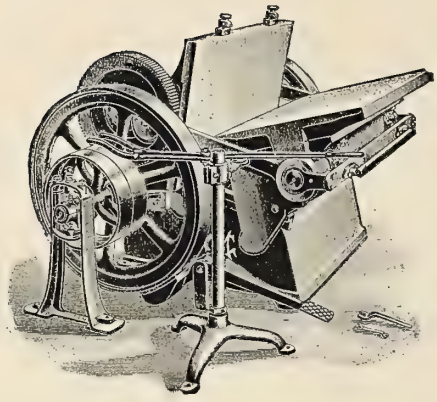
Variable or constant speed, polyphase, A. C., up to 7½ h.-p. for cylinder presses, cutters, folders, linotypes, stitchers, etc.

All Made Specially for the Printer and All GUARANTEED FOR TWO YEARS

Send a list of your equipment and let us figure on the cost of the installation.

Kimble Electric Company

1125 Washington Boulevard Chicago



Built in Five Sizes. From 20 x 30 in. to 30 x 44 in.

How Can Any Box-Maker Decide

which press is the *best* when nearly all manufacturers claim that they produce the best? These few pointers will help you decide.

Our presses are built to endure, and in their construction nothing is neglected or omitted which could make a press better.

Our claim of superiority is based upon what the press has done in the past and what it is *doing to-day*.

The Gally Universal Cutter *and* Creaser

is adapted for either stamping or paper-box cutting. Its maintenance is decidedly economical. It does the work perfectly along the side of all others, is mechanically correct — therefore a satisfactory press.

We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request.

The National Machine Co., *Manufacturers,* ***Hartford, Connecticut***

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

Why Waste Power on Short Run Work?

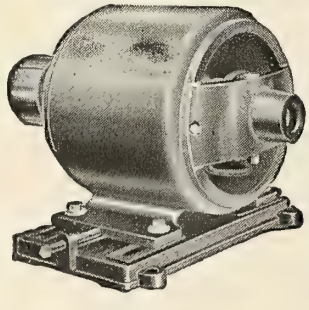
Let us prove to you how our "STANDARD" Motors will eliminate all waste, give you more efficient power and add dollars to your profit account.

There is not a machine in your printing establishment that can not be operated at a lower cost by one of our "STANDARD" Motors. Hundreds of printers are now operating their job presses, news presses, linotype machines, typecasting machines, rulers, binders, staplers, etc., at a big saving with

Robbins & Myers "STANDARD" Motors

Our big factory has been specialized on small motors — one-thirtieth to fifteen horse-power — for more than sixteen years. We have built up a world-wide reputation for our "STANDARD" Motors because of their high efficiency, reliability and economy of power. Central power stations everywhere recommend them.

Let our experts work for you FREE! Write us as to your power conditions — how and where you use it — and let our experts help you solve your power problem. Write us to-day.



The Robbins & Myers Co.

Factory and General Offices:

1325 Lagonda Avenue
Springfield, Ohio

BRANCHES:

New York, 145 Chambers street; Chicago, 320 Monadnock block; Philadelphia, 1109 Arch street; Boston, 176 Federal street; Cleveland, 1408 West Third street, N. W.; New Orleans, 312 Carondelet street; St. Louis, 1120 Pine street; Kansas City, 930 Wyandotte street.

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street **111 Washington Street**

BROOKLYN, N. Y.

SEND FOR OUR

NEW CATALOGUE No. 79

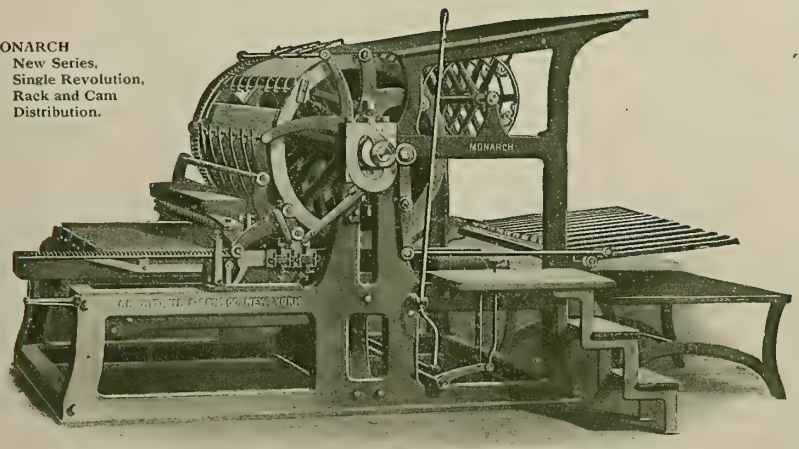
DO IT NOW
IT TELLS YOU ABOUT
WHAT YOU NEED

MANUFACTURERS OF

END-NAME, NUMBERING, PAGING AND BOOKBINDERS' MACHINERY AND FINISHING TOOLS OF ALL KINDS.

Worth Three Times the Difference in Price

MONARCH
New Series,
Single Revolution,
Rack and Cam
Distribution.



IF THERE is any one feature which proves or disproves the claim to mechanical perfection in the design of printing presses of the cylinder type it is in the provision for keeping the cylinder in perfect unison with the bed at all times. A new press if left to itself and running free without a form will register. The difficulty comes in so designing a press that when the form is on and the makeready perfected the cylinder and the bed will still run in unison and retain their unity after years of constant operation. This is a feature for which all Cottrell presses are famous. Printers and publishers to-day do not have to pay a premium for this feature when they purchase Cottrell Single Revolution Presses because the present perfect equipment of the Cottrell factory makes it possible to sell these presses at a price asked for inferior machines. According to the experience of Mr. Sibley, whose letter we publish on this page, he has more than made back all the money the Cottrell press originally cost him and according to other users of Cottrell machines he still has expectations of obtaining a future satisfactory service from the machine for an additional thirty years. No matter what your requirements are, if they can be met with a single revolution press the Cottrells make that press. If you will write us frankly just what your requirements are as to the size of the sheet, quality of work and how much you feel able to invest, we will take pleasure in writing you just as frankly as to just what the Cottrell has to offer you in meeting the conditions of your plant and field. Address our nearest branch house for catalog.

Keystone Type Foundry

GENERAL SELLING AGENTS

Philadelphia New York Chicago Detroit Atlanta San Francisco

The Daily Tribune

Gallipolis, Ohio

During the ten or twelve years I have owned a Monarch Cottrell Press the fact has been a constant satisfaction to me. It has been used to print a weekly quarto and a daily folio constantly during that period, and today I would not exchange it for a brand new one. The older it gets the better it gets, and the repairs on it have not totalled $20 in twelve years. Its printing service is simply perfect. A month ago I bought a new dress for my paper, the first in twelve years. During the same period one of my neighbors has worn out four dresses, simply because his press is hard on type. Think of using the same 300 pounds of type daily and twice weekly for twelve years. When I purchased this press in Chicago in 1898 or thereabouts, I hesitated for an hour between it and another make which was offered me for $400 less. I finally concluded that I was buying a press for a lifetime, and chose the best I could get, a decision which has been worth three times the difference in price to me since. You may think me a little fervid in my remarks, but before I owned my Monarch Cottrell, I had eleven year's experience with three other kinds of presses, with troubles and humiliations and exasperations unspeakable on press days. To be freed from them once for all was simply epochal in my life as a country editor, and I trust I am duly grateful for the past twelve years of unvarying readiness, swiftness and perfection which the Monarch Cottrell Press has shown.

W. G. SIBLEY

The Cottrell Monarch Press

New Series Single Revolution

Manufactured by

C. B. Cottrell & Sons Co.

Factory: Westerly, R. I.

—

OFFICES:

25 Madison Square North
New York

279 Dearborn Street, Chicago

Set in Caslon Bold Condensed and Caslon Lightface. Mortised Initial No. 3259. Printed on a No. 5 Cottrell Press

Caslon Bold Condensed

Seventeen Sizes Cast of Nickel-Alloy Metal on Universal Line

6 Point Font $2 00 — 26 A $0 95 52 a $1 05

WORTH OF THE CASLON BOLD CONDENSED SERIES TO PRINTERS
Like its worthy predecessors, it makes a place for itself in the composing rooms of the largest printing establishments. You are not experimenting when you add this type to your plant as it is now recognized as a standard
ABCDEFGHIJKLMNOPQRSTUVWXYZ

8 Point Font $2 25 — 24 A $1 10 48 a $1 15

THE KEYSTONE'S STRONG POINT IS "HURRY" ORDERS
Bear in mind the fact that the Keystone is noted for Prompt Service and careful execution of large orders. Put us to test
abcdefghijklmnopqrstuvwxyz

10 Point Font $2 50 — 21 A $1 20 42 a $1 30

SHOWING OF A MODEL SERIES OF TYPE
Caslon Bold Condensed Series is one of the few condensed letters that is useful for general work

12 Point Font $2 75 — 19 A $1 35 36 a $1 40

STEEL COMPOSING ROOM FURNITURE
Specially Designed to Economize in Space

14 Point Font $3 00 — 15 A $1 45 28 a $1 55

OUR PARAGON STEEL CHASES
Made with Riveted-Brazed Corners

18 Point Font $3 25 — 12 A $1 60 22 a $1 65

BUY NICKEL-ALLOY TYPE
Figures 1234567890 Showed

24 Point Font $3 50 — 7 A $1 75 13 a $1 75

DELIGHT PRINTERS
Caslon Group Admired

30 Point Font $4 00 — 6 A $2 05 10 a $1 95

PLEASE CRITICS
Useful Type Series

36 Point Font $4 25 — 4 A $2 20 7 a $2 05

PURCHASING
Brindle Hounds

42 Point Font $5 25 — 4 A $2 65 7 a $2 60

Grand Estate

Keystone Type Foundry

Philadelphia New York Chicago Detroit Atlanta San Francisco

48 Point Font $6 25 — 3 A $3 20 6 a $3 05

Brave Maiden

54 Point Font $7 50 — 3 A $4 25 5 a $3 25

CHARMED

60 Point Font $8 60 — 3 A $5 25 4 a $3 35

Humiliated

72 Point Font $10 75 — 3 A $6 55 4 a $4 20

MINERS

84 Point Font $13 75 — 3 A $8 40 4 a $5 35

Rounds

96 Point Font $17 00 — 3 A $10 40 4 a $6 60

HONE

120 Point Font $20 60 — 3 A $13 20 3 a $7 40

Build

24 Point Black and White Border No. 11

Lowest Price

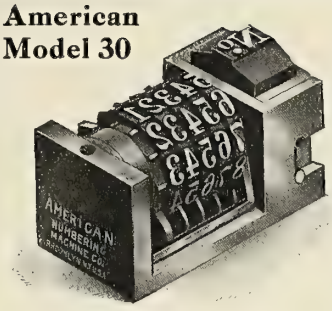
American Model 30

5 Wheels **$5.00** Fully Guaranteed

In stock and for sale by

Dealers Everywhere

American Model 30



№ 12345

Impression of Figures

Best Machine

American Model 31—6 Wheels, $6.00

Steel Throughout

Every machine thoroughly tested in a printing-press and guaranteed

ACCURATE

American Numbering Machine Co.

291 Essex St., Brooklyn, N. Y.
169 W. Washington St., Chicago, Ill.
2 Cooper St., Manchester, England.

The Miller Saw-Trimmer

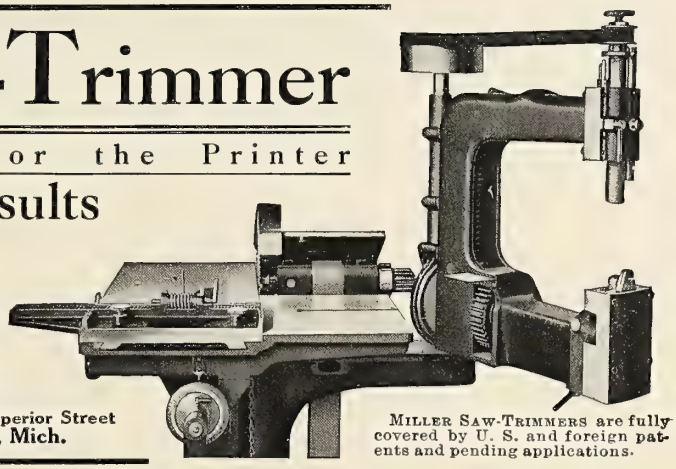
A Standardizing Machine for the Printer

Values are measured by results

First cost is not the price of the machine.
Accuracy in operation, time of operation, ease of operation, constitute the real value.
Without doubt the ordinary saw is of some service — cheaper, first cost, "but —"
That "but" costs you the price of the Miller in labor alone.

Easy to operate. Easy to buy. Easy to pay for.
Freight paid anywhere in U. S. A. Send for descriptive price-list.

Miller Saw-Trimmer Co., 815 East Superior Street Alma, Mich.



Miller Saw-Trimmers are fully covered by U. S. and foreign patents and pending applications.

FOR QUALITY IN STITCHING INVESTIGATE THE BOST[illegible]E STITCHERS

No. 7 Boston Wire Stitcher

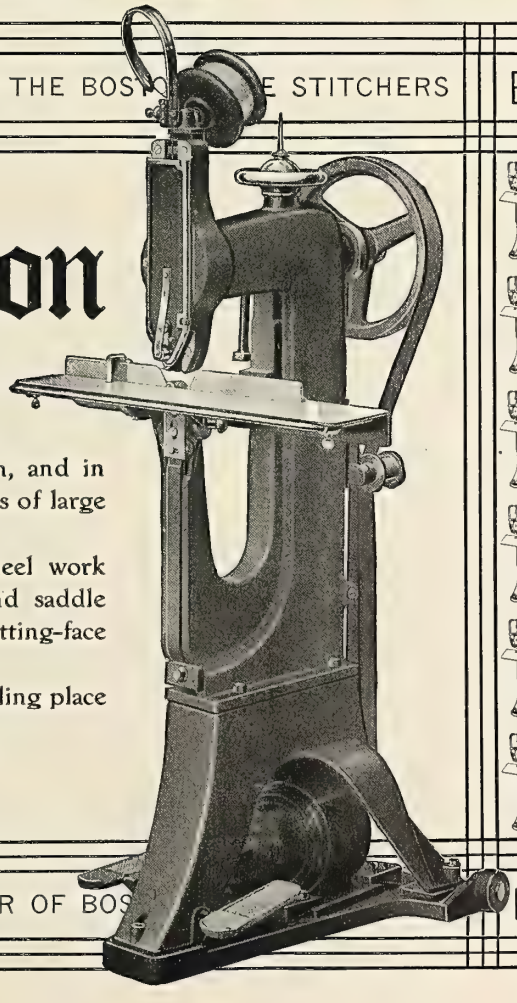
(New Model)

With a capacity of seven-eighths of an inch, and in which every annoying feature of wire stitchers of large capacity is eliminated.

Has the *exclusive* "Boston" single hand-wheel work adjustment, the instantly convertible flat and saddle work table, positive wire straightener, four-cutting-face interchangeable wire cutters, etc. etc.

For further information, write the nearest selling place

American Type Founders Company
General Selling Agent



FOR QUANTITY IN STITCHING ASK A USER OF BOS[illegible]

1,000 Magazines for Fifty Cents

GATHERED, STITCHED AND COVERED

Labor	(1) operator		$3.00	
	(1) operator assistant		1.50	
	(2) good feeders		3.00	
	(1) good feeder assistant		1.00	
	(1) good take-off		1.50	
			$10.00	
Per M				$0.3703
Fixed interest		on $8,000 6%	$1.60	
Charges, insurance		" " 2%	.54	
Depreciation		5%	1.33	
Supt.		½%	.12	
			$3.59	
Per M.				$0.1330
3,000 books per hour X 9—27,000 books per day				$0.5033

GEO. JUENGST & SONS, Croton Falls, New York.

WE HAVE NO AGENTS

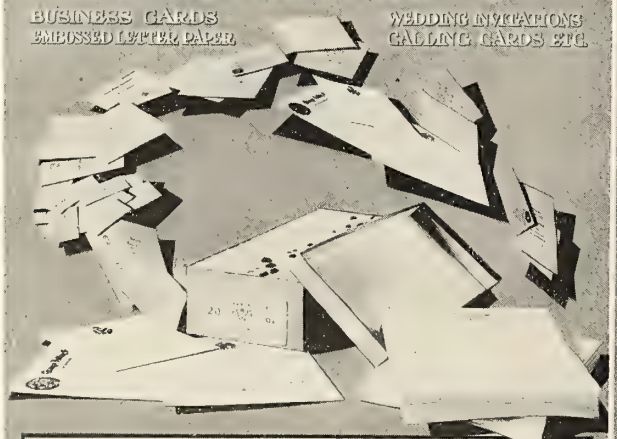
SPECIALISTS
TO THE TRADE ONLY

SAMPLES FREE
SEND · FOR · THEM

STEEL DIE EMBOSSING AND
COPPER PLATE ENGRAVING
AND PRINTING

BUSINESS CARDS
EMBOSSED LETTER PAPER

WEDDING INVITATIONS
CALLING CARDS ETC.



STATIONERS ENGRAVING CO.
19 SO. FIFTH AVENUE · · CHICAGO

Inks that are used in every country where printing is done.

Kast & Ehinger
Germany

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

INKS

DRY COLORS, VARNISHES

SPECIAL OFF-SET INKS

The World's Standard Three and Four Color Process Inks

Gold Ink worthy of the name

Originators of Solvine

Bi-Tones that work clean to the last sheet

New York
154-6-8 W. 18th Street
Hellmuth Building

Chicago
New No. 605-7-9 S. Clark St.
Poole Bros. Building

Think of the Advantage in Buying a Press

having all the improvements and overcoming the weak features of the present-day presses. We designed and built this press after a careful study of what was in the field and of what the printer *really* required.

We centralize in this one press our *best skill* and *effort* to make the best two-revolution press for the price.



The Swink High-Grade Two-Revolution Press

is quiet in operation, does not jerk or jump—all due to the scientific construction. Its register is absolute and the impression certain. Its uniform high speed of an average of 2,400 impressions per hour means that this press will stand that number of impressions every day in the year and not reduce the press to a "pile of junk."

You can appreciate these conditions only by a test or asking some printer now using our two-revolution press. Investigate and find out for yourself the economical cost of this press and be convinced that by your purchasing the **Swink High-Grade Two-Revolution Press** your investment will stand for many years' profit-producing service.

BEFORE BUYING A NEW PRESS, SUPPOSE YOU INVESTIGATE OUR CLAIMS

The Swink Printing Press Company

Factory and General Offices
DELPHOS, OHIO

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

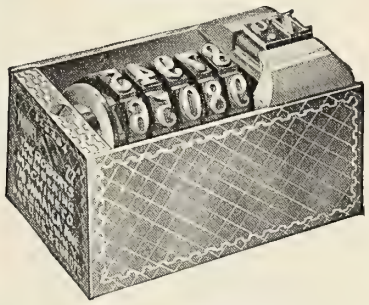
TELEPHONE, HARRISON 7185

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



№ 12345

FAC SIMILE IMPRESSION

Size 1½ x 15/16 inches

FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

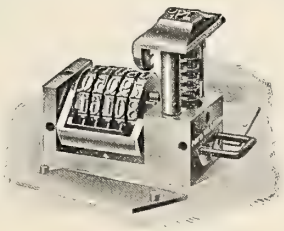
ROBERTS' MACHINES

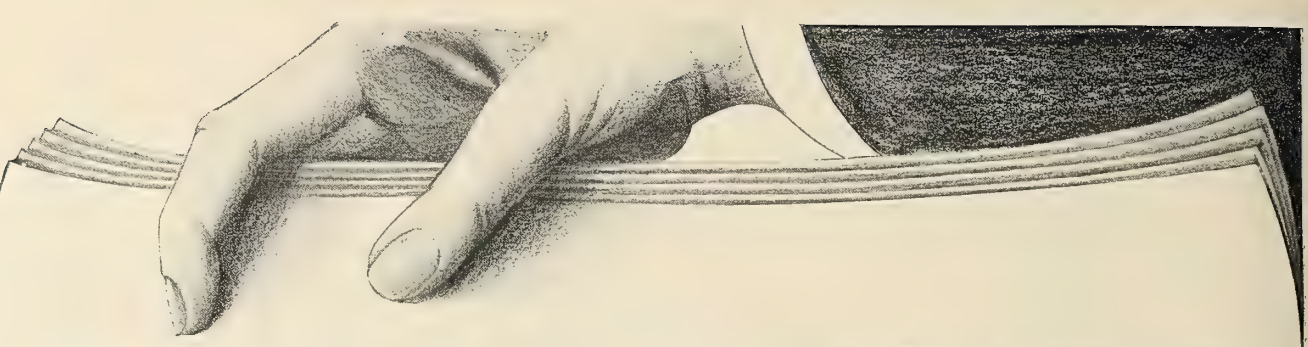
UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward





Show This Sheet to *Your* Customers

It will be easier for you to sell printing if your estimate specifies Bankers Linen Bond. In September SYSTEM we are holding this sheet out to over 100,000 business firms — to probably 500,030 business men — all possible purchasers of commercial stationery. And we are telling these customers of yours that the printer who offers them Bankers Linen Bond is giving them full value for their money.

This means more business for *you* when you use

Bankers Linen Bond

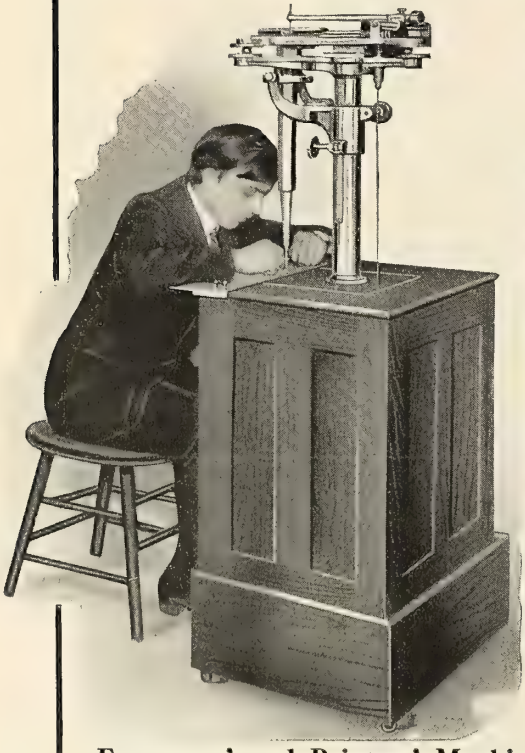
This water-mark *on every sheet* is our Guarantee of Quality, Service and Perfect Satisfaction. For your own sake, to avoid getting inferior imitations, make sure the water-mark contains all three words — BANKERS LINEN BOND.

Bankers Linen Bond is the purest bond made. Behind it is the reputation of Southworth Quality—the recognized standard of Bond Quality—the bond by which all others are judged. Bankers Linen Bond is made of the highest grade materials, washed in purest waters—manufactured by skilled craftsmen—giving you the benefit of years of experience and the maximum of paper value at a reasonable cost.

You can not use a better bond for every business correspondence job. The Bankers *Linen* Water-mark insures you against faded, easily torn and useless paper. It satisfies your customers—enables you to give them better letter-heads and make more money. Let us send you samples of Bankers Linen Bond, and if you sometimes need a soft cream tint instead of a white paper, ask about Bankers Linen. But be sure you see samples *now*.

THE SOUTHWORTH COMPANY, Mittineague, Mass.

Our Plan *of* Installation



Is Worth Looking Into

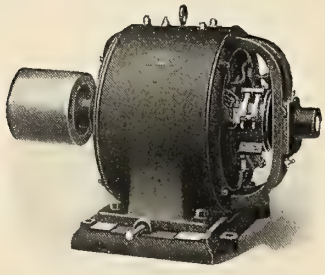
We have two methods of helping you get started. You need have no care, for once this machine is set in operation you can then judge its power to pay for itself.

Made for production of high-class commercial and social stationery, plate work, built to fill the requirements of the present-day demands of the engraver and printer.

Write now and be the first in your city to install this money-maker.

Engravers' and Printers' Machinery Co., Inc.
108 Fulton Street, New York City, N. Y.

Have It on Your Desk



Every printer should have our Printers' Guide on his desk.

This book gives complete information on motor equipment for printing-presses. Five thousand printers are using this guide as a purchasing directory.

Copy free on request. Ten thousand edition almost exhausted. — Write now.

The Triumph Electric Co.
Cincinnati, Ohio



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

$15.50 a Week Increase in Wages

A Chicago hand compositor got tired of working for the then job scale of $19.50.

Within the last four years he made the plunge and became a student at

The Inland Printer Technical School

Since that time his wages have risen steadily until now he is earning $35 a week.

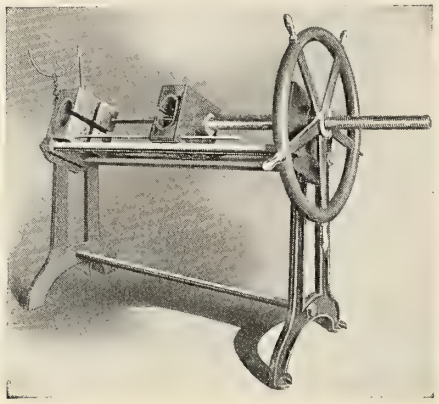
Not everybody can do so well. But any compositor can go part of the road this man has traveled. There will be more machines than ever. Make up your mind to catch on. This is the School that will show you how. It has the endorsement of the International Typographical Union.

Send Postal for Booklet "Machine Composition"
and learn all about the course and what the students say of it.
The Thompson Typecaster taught without extra charge.

Inland Printer Technical School

632 Sherman Street, Chicago, Ill.

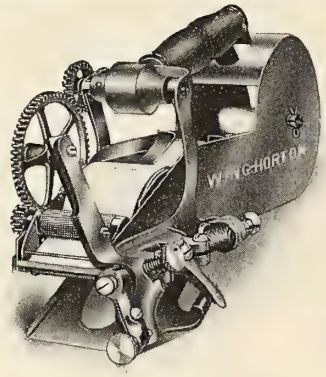
Hand Bundling Press



Write for Prices

HICKOK
Paper-Ruling Machines
AND Ruling Pens
Bookbinders' Machinery

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.
ESTABLISHED 1844 INCORPORATED 1886
MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto



"They Are Going Some"
Six hundred and twenty-two **Wing-Horton Mailers** were sold in 1910.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO



PICTURES have always been the only language that persons of all nations and all ages could understand. A picture with a brief description is a better presentation of any article than pages of eloquence in type.

Every circular or catalog is intended to be a silent salesman. Like the man, it may be genteel and high grade—**a real selling force,** or by its inferiority, misrepresent the superior article it advertises.

Making pictures—**CUTS**—for all illustrating and advertising purposes—is our business.

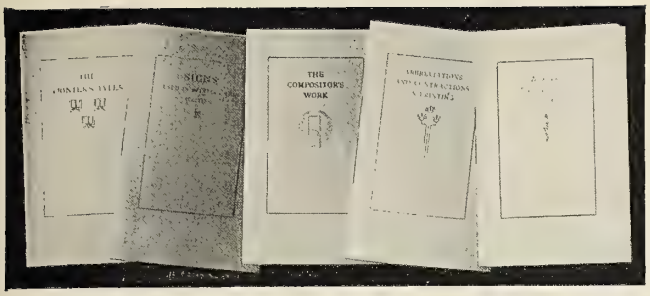
Without enumerating the different kinds and grades of engravings, the point we wish to emphasize is, that we have unexcelled facilities and capacity for executing large or small orders for any style of cuts or plates for use on the printing press.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

701-721 South Dearborn Street, - CHICAGO

Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a nickelsteel "GLOBETYPE."



SELECT FIVE *of* THESE HANDSOME LEAFLETS

YOUR CHOICE of any five of these ten booklets will be sent to you free, provided your list accompanies a year's subscription (with the necessary $2.50) to THE GRAPHIC ARTS, starting with the October or November issues. This series of booklets, giving information relating to type composition and printing, was printed at the School of Printing, North End Union, Boston, and are in themselves excellent examples of good booklet-making.

* * *

THE PRINTER'S TYPES
A brief description of their mechanical features, composition, sizes, etc. 24 pp.

SIGNS USED IN PRINTING AND WRITING
A compilation of punctuation, commercial, astronomical, and medical signs, proof-readers' marks, etc., for the use of printers' apprentices. 16 pp.

THE COMPOSITOR'S WORK
A leaflet for beginners. Includes a brief list of technical terms. 26 pp.

ABBREVIATIONS AND CONTRACTIONS
When to use them and when to spell in full, with list of common forms. 22 pp.

USE OF ITALIC
Hints about the common uses of italic in combination with roman. 15 pp.

QUOTE-MARKS
An epitome of general rules and customary usages, with examples of their use. 12 pp.

USE OF CAPITALS
Giving many general rules for capitalizing, as well as spacing and leading. 19 pp.

PRINTERS' PROOFS
The methods by which they are taken, marked, and corrected; with list of proof-readers' marks. 31 pp.

DIVISION OF WORDS
Contains many general directions and rules, with examples. 12 pp.

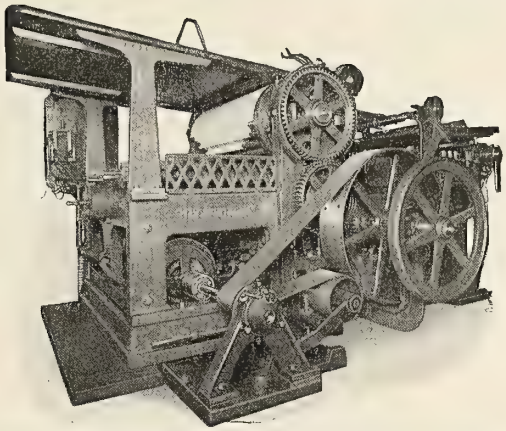
MODERN METHODS OF PRINTING
A brief description of the relief, intaglio, and plane-surface printing processes. 22 pp.

* * *

NATIONAL ARTS PUBLISHING COMPANY
200 Summer Street, Boston, Mass.



SPRAGUE ELECTRIC
ALTERNATING AND DIRECT CURRENT
MOTORS



Type R. I., Single-Phase Alternating-Current Motor, Belted to Whitlock Type E Press
Equipment specifications furnished free of obligation on your part
Descriptive Bulletin No. 2194
SPRAGUE ELECTRIC WORKS
OF GENERAL ELECTRIC COMPANY
MAIN OFFICES:
527-531 West 34th Street, New York, N. Y.
BRANCH OFFICES IN PRINCIPAL CITIES

BRONZING MACHINES

for

Lithographers & Printers

Guaranteed in Every Respect

BRONZE POWDERS

We Do Repairing

SEND FOR CATALOGUE AND PRICES

Manufactured by

Robert Mayer & Co.

Suite 420, 200 Fifth Ave., New York

Factory: Hoboken, N. J.

Seattle San Francisco Boston

The BEST and LARGEST GERMAN TRADE JOURNAL for the PRINTING TRADES on the EUROPEAN CONTINENT

Deutscher Buch- und Steindrucker MONTHLY PUBLICATION

Devoted to the interests of Printers, Lithographers and kindred trades, with many artistic supplements. ¶ Yearly Subscription for Foreign Countries, 14s. 9d.—post free. Sample Copy, 1s.

Deutscher Buch- und Steindrucker
ERNST MORGENSTERN
19 DENNEWITZ-STRASSE - - - BERLIN, W. 57, GERMANY

The American Pressman

A MONTHLY TECHNICAL TRADE JOURNAL WITH 20,000 SUBSCRIBERS

Best medium for direct communication with the user and purchaser of Pressroom Machinery and Materials

ONE DOLLAR PER YEAR

Second National Bank Building, CINCINNATI, OHIO

Bishop's Order Book and Record of Cost

¶ The simplest and most accurate book for keeping track of all items of cost of every job done. Each book contains 100 leaves, 10x16, printed and ruled, and provides room for entering 3,000 jobs. Strongly bound, price $3.00. Fourth edition.

SOLD BY

The Inland Printer Company
Chicago

METALOGRAPHY

HOW TO PRINT FROM METALS
By Chas. Harrap

Treats of the nature and properties of zinc and aluminum and their treatment as printing surfaces. Thoroughly practical and invaluable alike to the expert and to those taking up metal-plate printing for the first time. Full particulars of rotary litho and offset litho methods and machines; details of special processes, plates and solutions. The price is 3/- or $2.00, post free.

To be obtained from
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago

Metal Plate Printing

Price, $2.00 Postpaid.

A text-book covering the entire subject of Printing in the Lithographic manner from Zinc and Aluminum Plates. Complete from graining the plates to producing the printed sheet.

PUBLISHED BY
THE NATIONAL LITHOGRAPHER
150 Nassau Street, New York City

The Only Lithographic Trade Paper Published in America.
Subscriptions, $2.00 per year. Foreign Subscriptions, $2.50 per year.
Single copies, twenty cents.

The Best Special Works for Lithographers, Etc.

ARE THE

ALBUM LITHO—26 parts in stock, 20 plates in black and color, **$1.50** each part.
AMERICAN COMMERCIAL SPECIMENS—three series, 24 plates in color, **$3.50** each series.
TREASURE OF GRAPHIC ARTS—24 folio plates in color, **$4.50.**
TREASURE OF LABELS—*the newest of labels*—15 plates in color, **$3.00.**
"FIGURE STUDIES"—by Ferd. Wüst—second series, 24 plates, **$3.00.**

AND THE

FREIE KÜNSTE
—SEMI-MONTHLY PUBLICATION—

This Journal is *the best Technical Book for Printers, Lithographers and all Kindred Trades.* Artistic supplements. Yearly subscription, **$3.00,** post free; sample copy, **25 cents.**

PUBLISHED BY
JOSEF HEIM - - - - - - Vienna VI./i Austria



PRIOR'S AUTOMATIC
Photo Scale
SHOWS PROPORTION AT A GLANCE

No figuring—no chance for error. Will show exact proportion of any size photo or drawing—any size plate.

SIMPLE—ACCURATE.

Being transparent, may be placed upon proofs of cuts, etc., and number of square inches determined without figuring. **Price, $2.00.**
Sent postpaid, on receipt of price, by

The Inland Printer Co.
632 Sherman Street CHICAGO
1729 Tribune Building, NEW YORK

Established January, 1894.

THE PROCESS ENGRAVER'S MONTHLY
THE PROCESS PHOTOGRAM ESTABLISHED JAN 1894

Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, $2 per annum.

GEO. ROUTLEDGE & SONS, LTD. { 68-74 Carter Lane / Ludgate Hill } LONDON, E. C.

AMERICAN AGENTS:
SPON & CHAMBERLAIN, 123 Liberty Street, NEW YORK

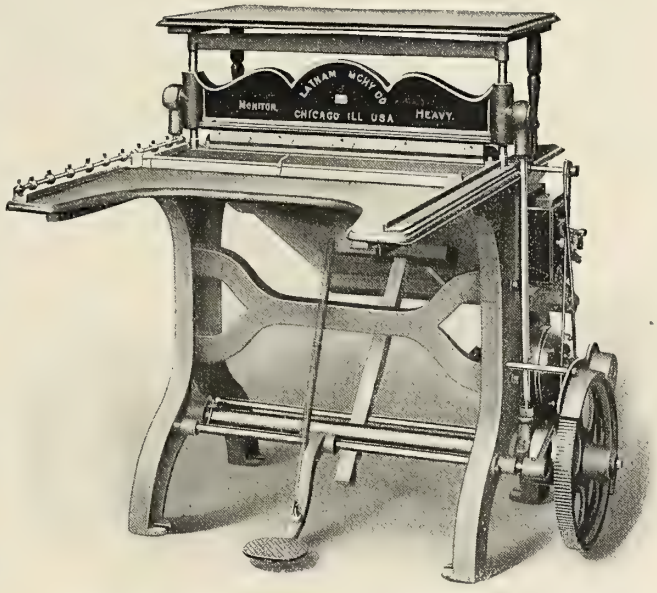
Latham's MONITOR Perforators

¶ The special hardened die is so hard that it will cut glass.

¶ Driven perpendicularly, making a clean-cut perforation. Needles in perfect line with center of side rods.

¶ Made in fourteen styles and sizes for power, foot or with motor attached.

¶ The stripper is positive and will not spring.



Monitor Extra Heavy Power Perforator with Feed Gauge Receiving Box and Motor Attached

¶ Feed gauge is rigid, accurate and speedy. Can be adjusted for any size or style of work.

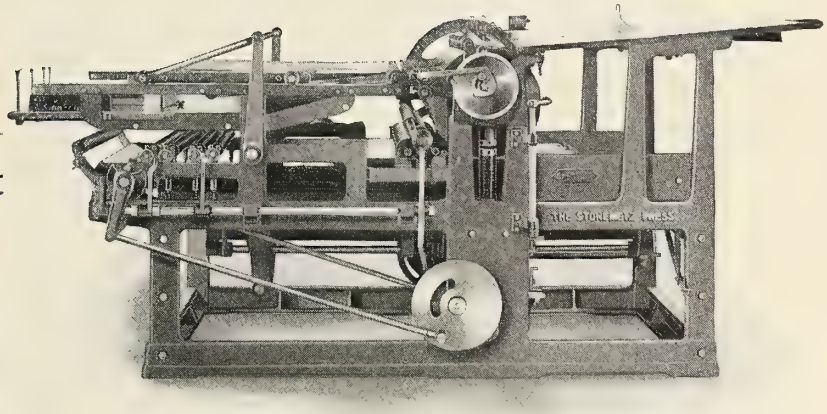
¶ Also Monitor Wire Stitchers, Punching Machines, Paging and Numbering Machines, fourteen styles of Paper-Box Stitchers, etc., etc.

¶ We furnish complete Bindery Outfits. Write us for estimates.

MANUFACTURED BY

LATHAM MACHINERY CO. CHICAGO, 306-312 South Canal St.
NEW YORK, 8 Reade St. BOSTON, 130 Pearl St.

Stonemetz Two-Revolution



The Press with an Efficient Bed Movement

THE value of an efficient bed movement, the heart and core of a two-revolution, can not be underestimated. The *service* of a press is *measured* by its *bed movement.* A poor bed movement *must* mean *poor service.*

The wonderful efficiency of the STONEMETZ bed movement is a matter of record. The very first STONEMETZ PRESSES sold four years ago are to-day giving the same satisfactory service as when new — the same unyielding impression, the same perfect register, the same noiseless, easy movement at high speed. Involute tooth spur gears, rigid bearings, perfect balance and air control — all mean quiet running, durability, service.

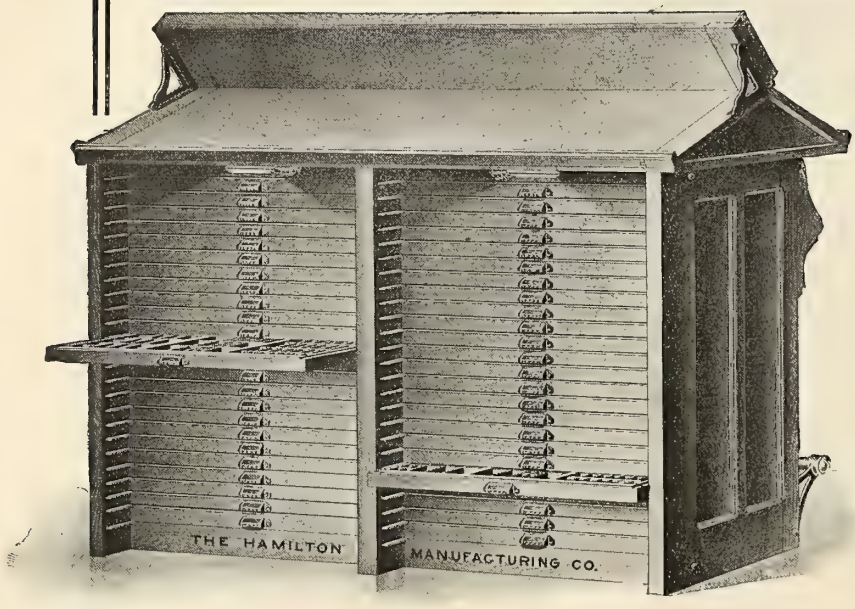
The STONEMETZ is backed by a reputation that warrants your buying it. Let us tell you more vitally interesting facts?

The Challenge Machinery Company

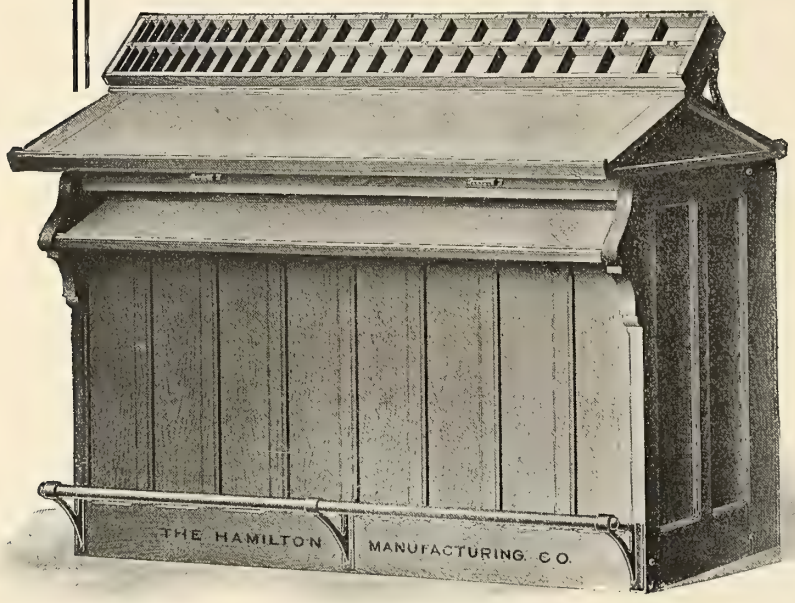
Salesroom and Warehouse
124 So. Fifth Ave., Chicago

Grand Haven, Michigan

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE



Job Side No. 28 Tracy Cabinet



News Side No. 28 Tracy Cabinet

TRACY CABINETS

No composing-room equipment has received wider recognition than the popular Tracy Cabinets and Stands now in general use in most of the modernized composing-rooms in the United States and Canada.

No brackets are required in connection with these Cabinets — a solid top serves as a working bank on both sides for the accommodation of case equipment.

The tops are loose, being reversible and adjustable, allowing the overhang to be thrown to either side to the extent of 4 inches.

The No. 28 Tracy Cabinet holds 48 standard California Cases. One side of the top will take an 18 x 72 Bettis Case; the reverse side will hold two pairs of news cases or two job cases at the front and a 9 x 72 inch Lead and Slug Case at the back, as shown in the illustration. This arrangement provides a combination of the old news case equipment and the low job case equipment now coming into general use.

We can supply these Cabinets with all late improvements, including foot rails, mortised label holders, number tacks and electric light equipment.

We also supply these Cabinets with extra deep cases, a full description of which will be found in our circular. A copy of this circular will be supplied on all inquiries.

Double the Capacity

THE RUMFORD PRESS
Concord, N. H.

The Hamilton Mfg. Co.,
Two Rivers, Wis.

Gentlemen,— I am glad to advise you that the installation of the new material in our composing-room has been very satisfactory. The result has been a great saving in floor space and a proportionate saving in the time of our workmen handling the work.

We have practically doubled our output of work and this would have been impossible without the readjustment through your suggestions. Had we attempted to continue with our old material, we should have had to either refuse the work or double our rental expense by taking extra floor space. All the furniture we have found as represented and we are well satisfied with the investment.

Very truly yours,
J. V. BRIDGE, Mgr.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would rearrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name

Street and No.

City.....State.....

Have you a copy of "Composing-room Economy"?

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United Statess.

THE HAMILTON MFG. CO.

Main Office and Factories - - TWO RIVERS, WIS.
Eastern Office and Warehouse - - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

OUR NEW CATALOG OF SPECIAL FURNITURE SENT ON REQUEST.

Make Money Making Business Stationery

If you think your customer ought to use good paper for his business stationery, tell him so. Do not offer him the cheapest thing you can find in the hope that he will appreciate your ability to economize on his work. You ought to know, and he will find, that the true value of a piece of printed matter does not lie in its cost, but in its effectiveness.

Why not suggest

Old Hampshire Bond

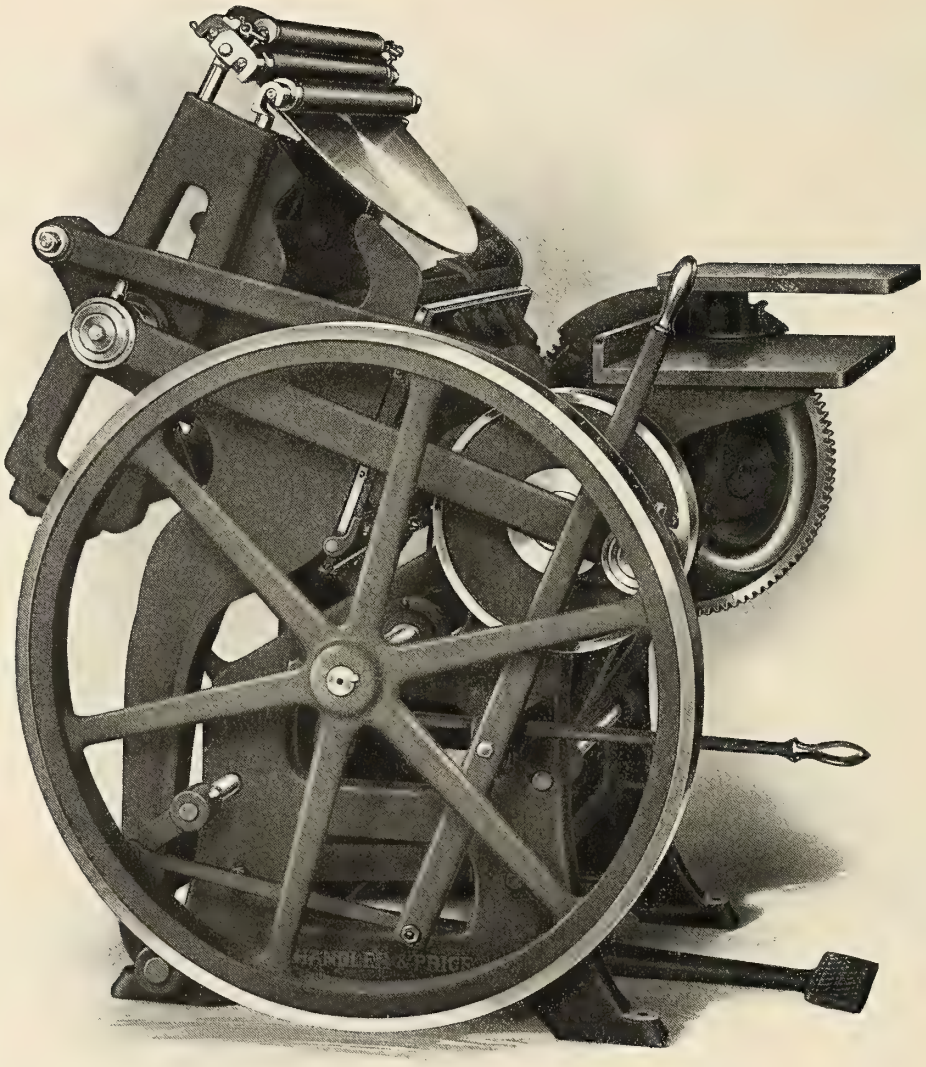
to him now, rather than wait until he is compelled to find out for himself what it ought to be your business to tell him at once? In this connection we want to call your attention to our plan of co-operation in reaching users of efficient printed matter. Just drop us a line and we will "talk it over."

Hampshire Paper Company

We are the only Papermakers in the world making Bond Paper exclusively

South Hadley Falls, Massachusetts





THE CHANDLER & PRICE

NEW SERIES PRESS

Announcement is made of the completion of the Chandler & Price New Series Press. Printers are invited to inquire about this, the latest and best offering of the factory, full particulars of which will be sent upon request to

THE CHANDLER & PRICE COMPANY

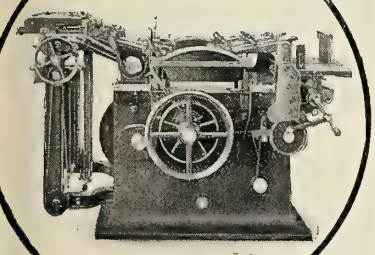
CLEVELAND, OHIO

WHAT "THE AUTOPRESS" DID

at the Plant of

THE RECORD COMPANY

St. Augustine, Florida



The Autopress Co., September 20, 1911
299 Broadway, New York, N. Y.

Gentlemen:—

Taking up our August Cost Sheet we are glad to make the following report to you: The Autopress did nearly the work of five jobbers (we operate seven job presses.) The comparative cost per hour between the job presses and the Autopress is as follows:

57c. per hour on a jobber and
99c. per hour on the Autopress

We are thinking of buying another Autopress. It would do no harm to get the order forms forwarded to us.

THE RECORD COMPANY,
Harry L. Brown, Manager

5,000 IMPRESSIONS PER HOUR FROM TYPE OR FLAT PLATES

WHICH WILL YOU HAVE? Job press output (800 to 1000 impressions) at 57 cents per hour—
OR Autopress output (4000 to 5000 impressions) at 99 cents per hour.

How much "thinking it over" is necessary?

The Record Company has one of the largest and most important plants in the South, headed by men conceded to be experts at the business. Their standing is of the highest. Such a report as the above coming from such a source needs no comment except that what the Autopress is doing in the Record plant, it is now doing in hundreds and hundreds of others. Any operator with ordinary intelligence can get from the Autopress the product of from three to five jobbers without any trouble whatever.

Remember, we guarantee the Autopress to fulfill our claims. You run no risk. Not a dollar is asked until the Autopress accomplishes what we claim for it. Some day you WILL install AN AUTOPRESS because the other fellow did. Better send today for full information.

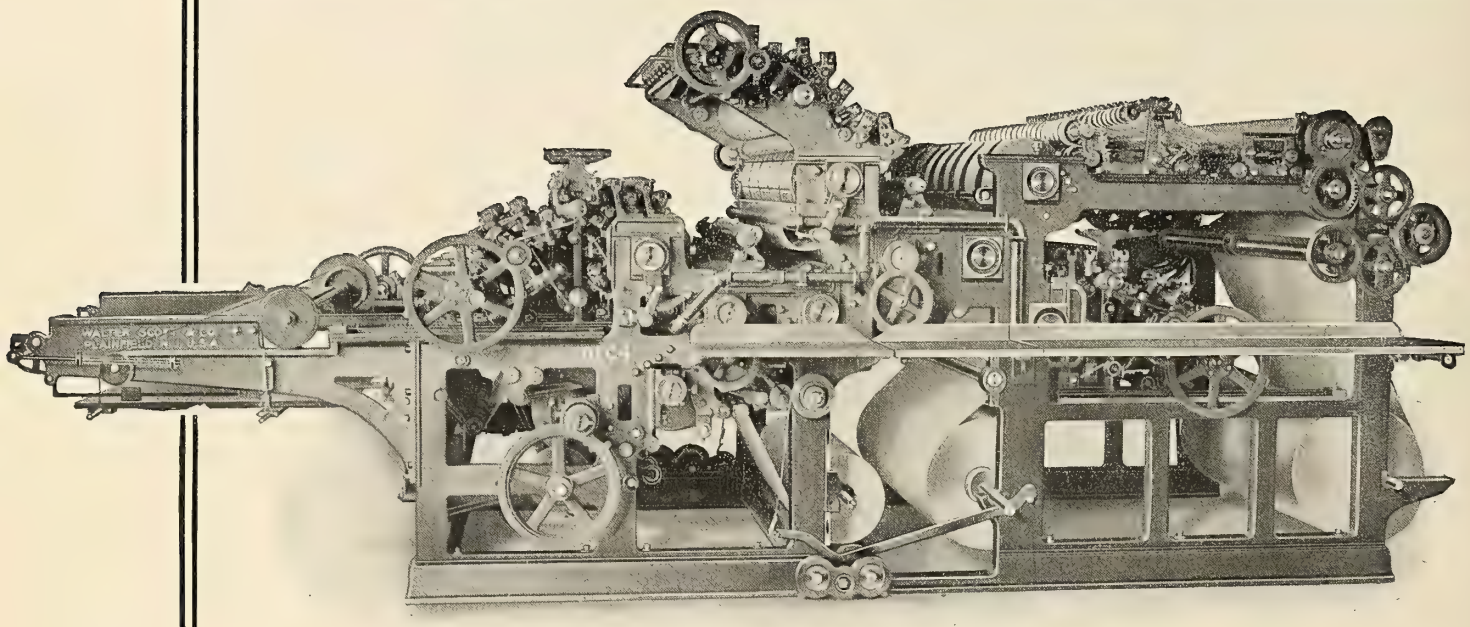
THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.

IT'S NOT WHAT WE SAY THE AUTOPRESS CAN DO, BUT WHAT ITS USERS SAY IT HAS DONE

THE SCOTT All Size Rotary Press
CERTAINLY REDUCES
COSTS OF PRINTING



THE SCOTT ALL SIZE ROTARY is one of the most profitable machines ever installed in a printing-house, as it is capable of printing the work as good as on a flat-bed press. It only takes up the space of one machine, but turns out as much work as eight flat-bed presses.

A CHICAGO PRINTER has one of these machines running all the time, and he informed us that there is always work to keep the machine busy.

IN THE CITY OF NEW YORK one of these machines has been running night and day for years, and they are so well pleased with it that they have ordered another one.

A PHILADELPHIA PRINTER has four of these machines in his establishment. Others are running all over the country.

WILL IT NOT PAY YOU to investigate the merits of this machine? Install one, seek long runs of presswork, and you will become prosperous. Send for our descriptive catalogue. Send for our salesman; he will be pleased to confer with you.

Why Not Install One Now.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

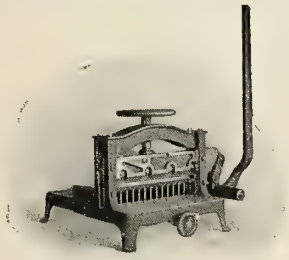
Main Office and Factory

PLAINFIELD, NEW JERSEY

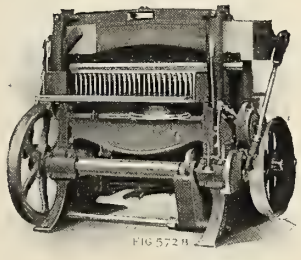
NEW YORK, 41 Park Row **CHICAGO, Monadnock Block**

"OSWEGO"

Cutting Machines Exclusively



From tne Little 16-inch Oswego Bench Cutter to the Big 7-Ton Brown & Carver Automatic Clamp Cutter—all Oswego-Made.



As we look at things from a scientific point of view—as we put manufacturing on more of an engineering basis—or weigh the worth of efficiency—we recognize the fact that our first *big move* must be in the direction of *waste elimination.*

"Yes," you say, "this is just what we have always done. The efficiency man has never given up his search for the drip, drip of waste—"

But have we dug deep enough?

For instance—

Did you know that the *power-waste* saved by an Oswego Automatic Clamp Cutting Machine would pay for that machine?

And did you know that besides *eliminating this power-waste* the Oswego machines are the most powerful, productive, economical and ingenious cutting machines ever built?

They are waste eliminators—plus.

This is worthy of the efficiency man's attention. We will be very glad to aid in the investigation if he will write us *to-day.*

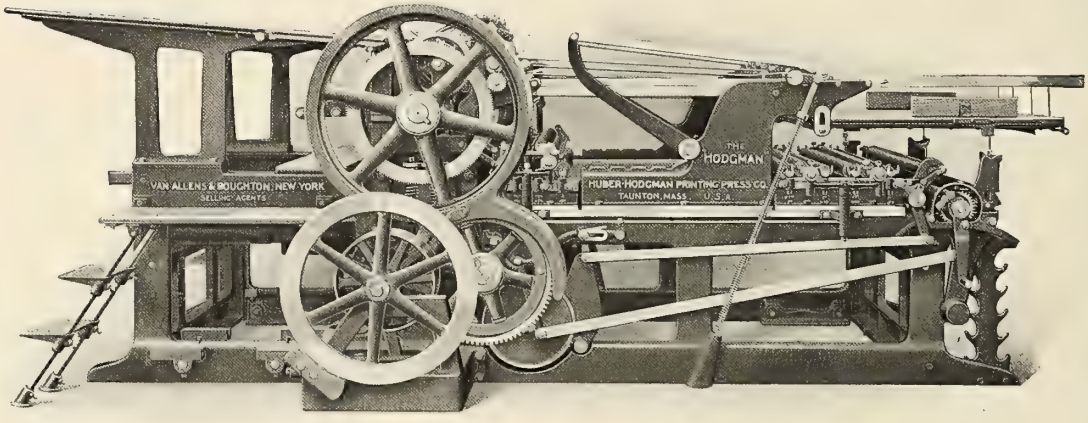
Write for "A Few Facts Without Varnish"

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK

THE HUBER-HODGMAN PRINTING PRESS



PRINT-SIDE-UP DELIVERY IN OPERATION

ARE YOU GOING TO NEED A NEW PRESS SOON? If so, we desire to show you the new product of our factory. We have a new driving mechanism that will produce at least 20 per cent more than any other machine of the same size. This press has no shoes or heavy rack-hangers, makes very little noise and no vibration. The bed is only 35 inches from the floor, any size; the cross-stay is solid. It has every labor-saving device needed. When you trip the cylinder the fountain-roller is also tripped. The good printer will readily see the merit of this feature. The register is perfect; the cylinder-lifting mechanism is so rigid the press will never gutter. The size can be changed from a four-roller to a three-roller in a few minutes. We have a number of these machines in operation. Let us give you the names of some of the users, and write them and get an opinion from a printer. We only ask you to examine it—your own judgment will be salesman enough for us.

This machine is unequaled for speed, durability, lightness of power required, smoothness of reversing mechanism, simplicity of construction. The new features are too many to enumerate. Let us show them to you.

VAN ALLENS & BOUGHTON

17 to 23 Rose St. and 135 William St., New York.

FACTORY—TAUNTON, MASS.

AGENT, ENGLAND,
P. LAWRENCE PRINTING MACHINERY CO., Ltd.
57 Shoe Lane, London, E. C.

WESTERN OFFICE, 343 S. Dearborn Street,
H. W. THORNTON, *Manager,*
Telephone, Harrison 801. CHICAGO



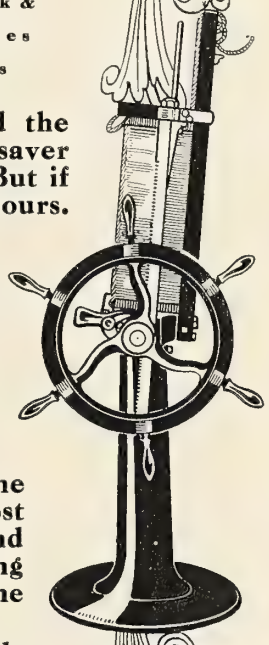
Special Announcement

Fifteen Days' Free Trial and Freight Prepaid to You on a "Quick Bundler" up to December 31, 1911

The most progressive printers and binders everywhere are installing "Quick Bundlers" now—one New York concern alone has 20 in daily use. Here is a partial list of "Quick Bundler" users in New York City and vicinity:

Street & Smith
Trow Printing and Book Binding Company
The Government Printing Office, Washington, D. C.
Home Pattern Company
Doubleday, Page & Co.
Butterick Publishing Co.
Wynkoop, Hallenbeck & Crawford Company
J. J. Little & Ives Company
Chas. Scribner & Sons
Harper & Brothers

We are confident that you will find the "Quick Bundler" so great a time and labor saver that you will keep it—and order more. But if you don't, we'll take it away. The risk is all ours.



The "Quick Bundler" Saves Time, Labor, Expense and Waste, and Expedites Handling of Signatures, Pamphlets and Other Folded Work.

The "Quick Bundler" is compact, occupies but little floor space and its cost is small. Being easily movable it can be taken to the work in a moment. This feature makes it the most convenient of any similar device ever invented, and does away with the immense labor and extra handling of sheets involved in carrying the work to the machine—as in all the old types of bundlers.

The Free Trial Offer with Freight Prepaid holds good only until December 31.

Send for information to-day and prepare to cut out one item of needless waste at once.

The Autopress Company

"Quick Bundler" Department

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.



Efficiency

TO-DAY the watchword is efficiency. Specialists are developing methods tending to efficiency in employees, writers are filling the magazines with articles on efficiency—it has become one of the vital problems.

But in all this discussion and effort one point stands out most prominently—and that is this: In order to promote the highest efficiency among employees, they must be given the most suitable material, arranged in such manner as to facilitate economic production.

And right here is where the American Type Founders Company comes in:

First, it places within reach of the printer good workable type faces and decorative material—made from the most famous designs.

Then it furnishes composing-room equipment which facilitates in every possible way the use of this type.

It not only furnishes the best in type faces, but it furnishes these designs in families.

It makes possible the elimination of waste time, waste movements and waste space by the installation of departments devoted to specialized outfits and planning of composing-rooms.

Economy

That which makes for efficiency makes also for economy, and an enlightened economy — that economy which has for its purpose greater value rather than cheapened product — tends toward the betterment of the craft as a whole.

And here again comes in the American Type Founders Company.

With its Specialized Outfits Departments, devoted to designing composing-room equipment and arranging new plants and rearranging old ones to promote the economical production of printing, it is furnishing to the employer his greatest factor in real economy.

LOCATION OF SELLING HOUSES

NEW YORK CITY
Rose and Duane Streets

BOSTON, MASS.
270 Congress Street

PHILADELPHIA, PA.
17-19 South Sixth Street

BALTIMORE, MD.
213-215-217 Guilford Avenue

BUFFALO, N. Y.
45 North Division Street

PITTSBURGH, PA.
323 Third Avenue

RICHMOND, VA.
1320 East Franklin Street

CHICAGO, ILL.
210-212 W. Monroe Street

ST. LOUIS, MO.
Ninth and Walnut Streets

CINCINNATI, OHIO
124 East Sixth Street

CLEVELAND, OHIO
15 St. Clair Avenue, N. E.

DETROIT, MICH.
43-45 W. Congress Street

MINNEAPOLIS, MINN.
419-423 Fourth Street, South

KANSAS CITY, MO.
602-604 Delaware Street

DALLAS, TEXAS
2024-2026 Commerce Street

SAN FRANCISCO, CAL.
820-822 Mission Street

PORTLAND, ORE.
92-94 Front Street

DENVER, COLO.
1621 Blake Street

LOS ANGELES, CAL.
121 North Broadway

SEATTLE, WASH.
317 Second Avenue, South

SPOKANE, WASH.
Sprague Avenue and Browne Street

VANCOUVER, B. C.
Homer and Helmcken Streets, West

AMERICAN TYPE FOUNDERS CO.

Set in Bodoni

Important Announcement of Interest to All Printers

THE MERGENTHALER LINOTYPE COMPANY has, after a thorough investigation of THE THOMPSON TYPECASTER, and its work in various printing plants throughout the country, decided that this machine more completely answers the requirements of printers in the making of type than any other machine now on the market, and has acquired the sole selling agency for the United States, Canada, and all of North and South America, the West Indies, the Philippines and Hawaii, and orders for machines, parts, matrices and other supplies may hereafter be placed through the Mergenthaler Linotype Company, at their headquarters in New York, or branches in Chicago, New Orleans, San Francisco, Toronto, etc.

THE THOMPSON TYPECASTER may be seen in operation in New York, Chicago, Denver, Minneapolis, St. Louis, Kansas City, Birmingham, and other cities.

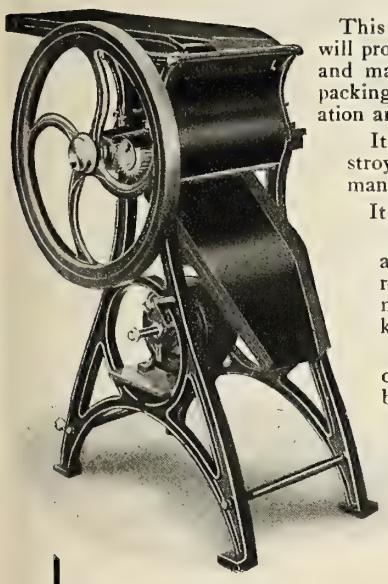
For full particulars, prices, terms, etc., write to any branch of the Mergenthaler Linotype Company or direct to the manufacturers

The Thompson Type Machine Co.

624-632 Sherman Street, CHICAGO, ILL.

Set in type made by the Thompson Typecaster. Border from Linotype Matrices.

Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses.

Card-Cutting Machines, both hand-fed and automatic.

Ticket-Counting Machines and Ticket-Tying Machines.

WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

Write and state your requirements

Blomfeldt & Rapp Company

108 N. Jefferson Street **Chicago, Ill.**

TITANIC BOND

A sheet it pays to use. It gives a remarkably good effect at a very low price. We invite you to judge its strength and rattle, color and texture, writing and printing surface.

Titanic stands up under all tests. It is made in bond and in linen finish, in white and in attractive colors, and in useful sizes and weights.

For Samples and Prices Write to

PARSONS TRADING CO.

20 VESEY STREET NEW YORK

London
Bombay
Cape Town

Sydney
Melbourne
Wellington

Mexico
Buenos Aires
Havana



Danish Ledger

WRITES WELL
RULES WELL
ERASES WELL

To those who desire a high-grade ledger at a moderate price, we recommend DANISH LEDGER. Send for new sample-book.

LIST OF AGENTS

Miller & Wright Paper Co., New York city
Hudson Valley Paper Co., Albany, N. Y.
Wilkinson Bros. & Co., Philadelphia, Pa.
B. F. Bond Paper Co., Baltimore, Md., and Washington, D. C.
Tileston & Livermore Co., Boston, Mass.
R. H. Thompson Co., Buffalo, N. Y.
Donaldson Paper Co., Harrisburg, Pa.
Chope Stevens Paper Co., Detroit, Mich.
Crescent Paper Co., Indianapolis, Ind.
O. W. Bradley Paper Co., St. Louis, Mo.

MANUFACTURED BY

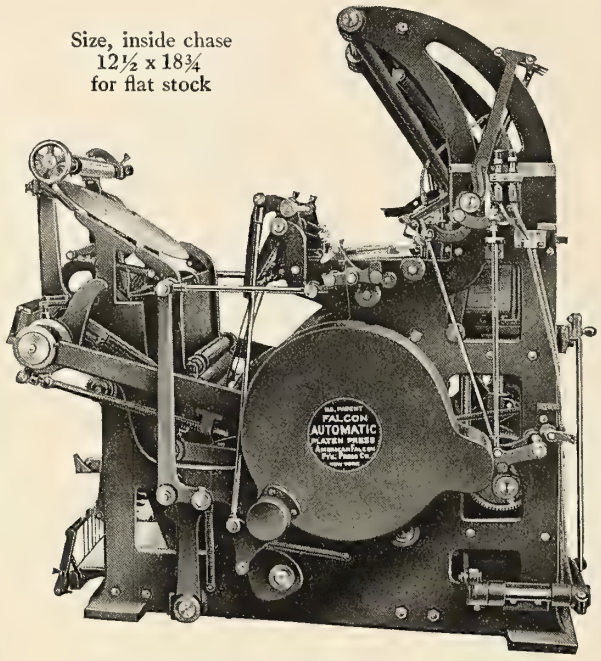
B. D. RISING PAPER CO.

HOUSATONIC, BERKSHIRE COUNTY, MASSACHUSETTS.

The Pay-roll Pays for the

Falcon Automatic Platen Press

Size, inside chase
12½ x 18¾
for flat stock



Automatic Falcon Platen Press with platen exposed.
Showing accessibility of the platen for make-ready purposes.

Will automatically feed, print and deliver any weight of stock from onion-skin to cardboard.

Saves wages, power, floor space and spoilage.
Feeds from the top of the pile.
Speed up to 3,500 per hour.
Prints from flat forms.
No expert required.
Absolute register.

The Falcon Automatic Platen Press will do the work of from three to four ordinary hand-fed platen presses, do it better and pay for itself in a short time out of the saving in feeders' wages alone. It is sold with our guarantee to do exactly what we claim for it.

Write for further particulars and testimonials.

TESTIMONIALS

BROWN & BIGELOW
Calendar Makers

ST. PAUL, April 8, 1910.

DEAR SIRS,— Replying to your inquiry regarding the Falcon which we bought of you some little time ago, we beg to say that it is doing all that you represented for it and is extremely satisfactory to us, which may best be attested to from the fact that we are sending you under separate cover to-day an order for a second press.

Yours very truly,
BROWN & BIGELOW,
J. E. BAILEY, *Director of Manufacturing.*

COLLIER'S
The National Weekly

NEW YORK, N. Y., October 8, 1908.

GENTLEMEN,— We have had your Falcon Press in our place now about six months and so far it has been entirely satisfactory to us. We are running envelopes from 3,500 to 5,000 per hour on it and getting very satisfactory results, and also find that it can be hand-fed at least 3,000 per hour. The press is particularly adaptable to this sort of work, as it has all the advantages of high speed, and forms may still be changed on it as quickly as on an ordinary job press. So far, we are very much pleased with its work.

Yours truly,
FLOYD E. WILDER.
Assistant Superintendent.

SAMUEL CUPPLES ENVELOPE CO.
All Styles and Grades of Envelopes

ST. LOUIS, July 15, 1910.

DEAR SIRS,— Replying to your favor of the 13th inst., we prefer, as a rule, not to give testimonial letters, but we are so well pleased with the two Falcon Presses you put in our St. Louis factory that we will in this instance vary from our usual custom.

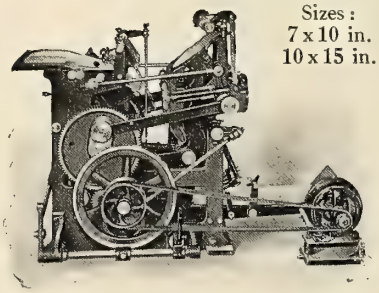
The presses do everything you claim for them, and we are very much pleased with the work.

Very truly yours,
SAMUEL CUPPLES ENVELOPE CO.,
C. R. SCUDDER, *Vice-President.*

SOME OF THE USERS

American Colortype Co., New York
American Litho. Co., New York
Ashby Printing Co., Erie, Pa.
Baker-Vawter Co., Benton Harbor, Mich.
Challinor-Dunker Co., Pittsburgh
Corlies-Macy & Co., New York
Eastern Advertising Co., Pawtucket, R. I.
Gerlach-Barklow Co., Joliet. Ill.
Gregory, Mayer & Thom Co., Detroit, Mich.
Hesse Envelope Co. of Dallas, Dallas, Tex.
Hesse Envelope Co., St. Louis
Larkin Co., Buffalo
Sackett & Wilhelms Litho. Co., Brooklyn
Samuel Cupples Envelope Co., St. Louis, New York, Chicago
Speaker-Hines Printing Co., Detroit
The H. P. Springs Co., Chicago
Thomas D. Murphy Co., Red Oak, Iowa
Wilbert Garrison Co., New York

EXPRESS FALCON PLATEN PRESS



With hand feed and automatic delivery
for flat stock
Speed, 3,000 to 4,000 per hour

Sizes:
7 x 10 in.
10 x 15 in.

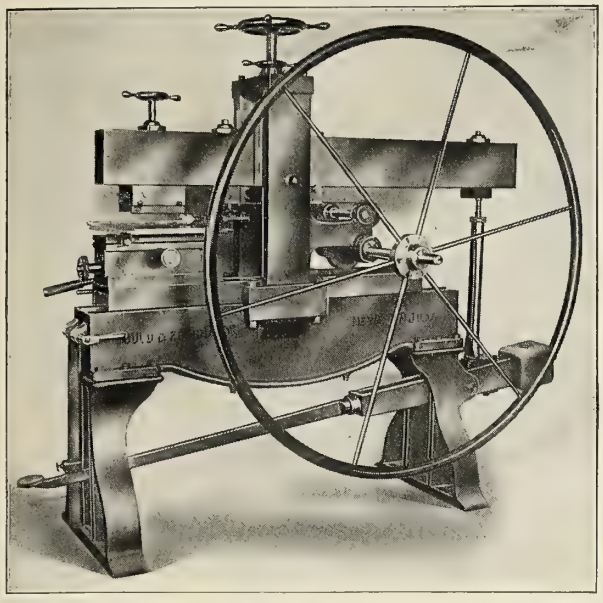
The fastest platen press ever produced.
Can be changed from hand feed to automatic feed for envelopes in less than five minutes.

Speed, 4,000 to 5,000 per hour.

WRITE FOR OUR LATEST CATALOGUE

AUTO FALCON & WAITE DIE PRESS CO., Ltd.

Factory, Dover, N. H. **New York Life Building, 346 Broadway, New York**



STEEL PLATE TRANSFER PRESS

For Transferring Impressions from Hardened Steel Plates or Rolls

USED BY THE FOLLOWING CONCERNS

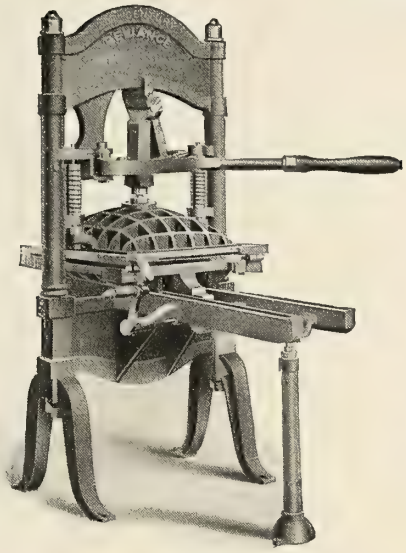
Bureau of Engraving & Printing, Washington	20 Machines
American Bank Note Co., New York	12 "
John A. Lowell Bank Note Co., Boston	1 "
Western Bank Note Co., Chicago	2 "
Thos. MacDonald, Genoa	2 "
E. A. Wright Bank Note Co., Philadelphia	1 "
Richter & Co., Naples	1 "

GOULD & EBERHARDT

"HIGH DUTY" SHAPERS
AUTOMATIC GEAR AND RACK CUTTING MACHINERY

ESTABLISHED 1833 — NEWARK, N. J. U. S. A.

Reliance *Photo-Engravers' Proof Presses*



are almost *Universally Used* and receive highest testimonials. 7 sizes.

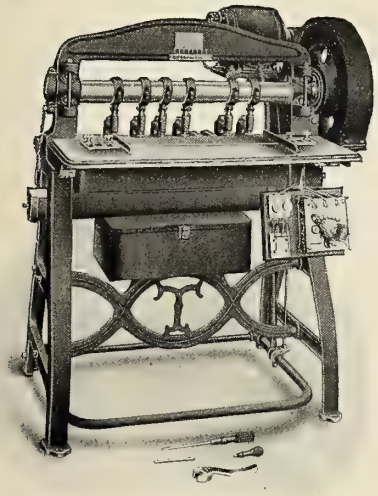
MANUFACTURED AND SOLD BY

Paul Shniedewend & Co.

627 W. Jackson Boulevard, Chicago, U. S. A.

Also sold by Williams-Lloyd Machinery Co., 638 Federal St., Chicago; Geo. Russell Reed Co., San Francisco and Seattle; United Printing Machinery Co., New York and Boston; New York Machinery Co., 101 Beekman St., New York City; Toronto Type Foundry Co., Toronto, Montreal and Winnipeg; Klimsch & Co., Frankfurt am M., Germany; A. W. Penrose & Co., London, E. C., England.

SOLD ALSO BY ALL DEALERS



STYLE D—with direct-connected motor.

Tatum Punches

Five styles, varying in price from $35 to $325, every one the best in its class.

Absolute Accuracy—Clean Cutting—Prodigious Power—Evident Economy.

TATUM PUNCHES may be adjusted to any desired multiple without the removal of the idle heads.

Round shapes all interchangeable. Nineteen stock sizes. Special shapes quickly furnished.

When you buy a punch, get the best—any user of the "TATUM" is a good reference.

Write for Catalogue A



Punch, with stripper and die.

THE SAM'L C. TATUM COMPANY

3310 Colerain Avenue — CINCINNATI, OHIO

Velvo Enamel

A Quality That Leaves Nothing to Be Desired

PERMANENCE

is one of the distinguishing characteristics of our VELVO ENAMEL book paper.

Permanence of color, surface and strength.

It does not deteriorate, and can be carried in stock for long periods with perfect results.

The beautiful color and finish of VELVO ENAMEL wins friends everywhere. Printers, publishers and readers praise this fine paper with one voice.

We *know* you will fall in love with VELVO ENAMEL once you use it. Get the Velvo sample-book, showing results in one or more printings.

We carry the largest stock of Enamel Book, S. & S. C., and Machine Finish Book Paper in Chicago, ready for quick delivery, in case lots or more, in standard sizes and weights.

West Virginia Pulp & Paper Co.

(Incorporated)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

Two New Series

Additions to Our Popular

Caslon Group

Caslon Bold Extended

Made in Thirteen Sizes

CASLON TITLE EXTENDED

Made in Twelve Sizes



Originated and Made Only by

Keystone Type Foundry

Makers of Type and Printing Equipment

Philadelphia New York Chicago Detroit
Atlanta San Francisco

SELLING AGENTS CARRYING STOCKS

Richmond Type and Electrotype Foundry, Richmond; Printers' Supply Co., Minneapolis;
George M. Stewart, Montreal, Can.; Printers' Supplies, Ltd., Halifax, N. S.;
The Anglo-Canadian Type and Machinery Co., Toronto, Can.

GENERAL FOREIGN SELLING AGENTS—National Paper and Type Company

18 POINT BORDER NO. 913. 36 INCHES $1.30

Our Caslon Bold

This is the Ninth Member of the Keystone'

14 Point Font $3 00 — 10 A $1 50 19 a $1 50

AROMA OF DELIGHT TO THE CITY MAN
Good to the soul and renovating to the system is the cloud of incense that eddies from the forest camp fire, and drifts in at the gateway of the lungs

24 Point Font $3 50 — 4 A $1 75 8 a $1 75

RETURNING
From vacation
to the daily toil

42 Point Font $6 40 — 3 A $4 00 4 a $2 40

RENTS
Counted

48 Point Font $8 75 — 3 A $5 50 4 a $3 25

MORE
Named

6 Point Font $2 00 — 18 A $1 00 35 a $1 00

MARS, EARTH'S NEAREST NEIGHBOR IS ALREADY FAR PAST MIDDLE LIFE
They say it is in a half-way state between the airless, waterless, lifeless condition of the moon and the fertile state of the earth. Mars is like a sinking ship, able to stay afloat only as long as its "people" work desperately at the pumps—the pumps being in this case the canals. Starting at the polar caps or circles of eternal snow and ice at the poles, the canals run for thousands of miles to the equator. Cross canals intersect them, and in the Martian springtime when the sun melts the polar caps they fill with water and the banks take on the greenish tinge of vegetation. Most of the surface is an arid desert
ABCDEFGHIJKLMNOPQRSTUVWXYZ

10 Point Font $2 50 — 14 A $1 20 28 a $1 30

THE OCEANS OF MARS HAVE EVAPORATED OR
Sunk into the interior long ago we are told. That Mars has an atmosphere is proved by a perceptible twilight along the edge of the planet turning into or out of the sunlight; but it is only about one-third as dense as the atmosphere of the earth
$1234567890
72 Point Size

60 Point Font $13 75

GUARDED

We are General Agents for the

Keystone Type

Philadelphia New York Chicago

Extended Series

Admirable Caslon Group of Printing Types

18 Point Font $3 25 — 6 A $1 60 12 a $1 65

THE LURE OF LIFE OUTDOORS
Our ancestors huddled over camp fires generations ago in the primeval forest

8 Point Font $2 25 — 16 A $1 10 32 a $1 15

MARS THROUGH A POWERFUL GLASS LOOKS LIKE THE MOON

Is the planet Mars inhabited? The idea that it is inhabited by a civilized race much superior to our own is growing stronger every year. The geography of our neighbor is better known than was that of the Earth three hundred years ago. The same thing can be said of its meteorology and its climatology. The condition of Mars to-day is just what that of the Earth will be æons hence

abcdefghijklmnopqrstuvwxyz

12 Point Font $2 75 — 12 A $1 30 24 a $1 45

THE GREAT ITALIAN WHO BECAME NOTED

For his many remarkable discoveries, reports about one hundred and twenty faint lines on the surface of the planet Mars which he calls "canali" or canals

$1234567890

in Preparation

30 Point Font $4 25 — 4 A $2 25 6 a $2 00

REDUCED
Made to sell at one dollar

36 Point Font $5 25 — 3 A $3 00 5 a $2 25

YOUTHS Find Gold

54 Point Font $10 50 — 3 A $6 50 4 a $4 00

MINE Stakes

3 A $8 50 4 a $5 25

Silver Medal

C. B. Cottrell & Sons Co. Presses

Foundry, Maker

Detroit Atlanta San Francisco

Our Caslon Bold Extended Series

This is the Ninth Member of the Keystone's Admirable Caslon Group of Printing Types

14 Point Font $3 00 — 10 A $1 50 19 a $1 50

AROMA OF DELIGHT TO THE CITY MAN
Good to the soul and renovating to the system is the cloud of incense that eddies from the forest camp fire, and drifts in at the gateway of the lungs

18 Point Font $3 25 — 6 A $1 60 12 a $1 65

THE LURE OF LIFE OUTDOORS
Our ancestors huddled over camp fires generations ago in the primeval forest

24 Point Font $3 50 — 4 A $1 75 8 a $1 75

RETURNING
From vacation
to the daily toil

6 Point Font $2 00 — 18 A $1 00 35 a $1 00

MARS, EARTH'S NEAREST NEIGHBOR IS ALREADY FAR PAST MIDDLE LIFE
They say it is in a half-way state between the airless, waterless, lifeless condition of the moon and the fertile state of the earth. Mars is like a sinking ship, able to stay afloat only as long as its "people" work desperately at the pumps—the pumps being in this case the canals. Starting at the polar caps or circles of eternal snow and ice at the poles, the canals run for thousands of miles to the equator. Cross canals intersect them, and in the Martian springtime when the sun melts the polar caps they fill with water and the banks take on the greenish tinge of vegetation. Most of the surface is an arid desert
ABCDEFGHIJKLMNOPQRSTUVWXYZ

8 Point Font $2 25 — 16 A $1 10 32 a $1 15

MARS THROUGH A POWERFUL GLASS LOOKS LIKE THE MOON
Is the planet Mars inhabited? The idea that it is inhabited by a civilized race much superior to our own is growing stronger every year. The geography of our neighbor is better known than was that of the Earth three hundred years ago. The same thing can be said of its meteorology and its climatology. The condition of Mars to-day is just what that of the Earth will be æons hence
abcdefghijklmnopqrstuvwxyz

30 Point Font $4 25 — 4 A $2 25 6 a $2 00

REDUCED
Made to sell
at one dollar

42 Point Font $6 40 — 3 A $4 00 4 a $2 40

RENTS
Counted

10 Point Font $2 50 — 14 A $1 20 28 a $1 30

THE OCEANS OF MARS HAVE EVAPORATED OR
Sunk into the interior long ago we are told. That Mars has an atmosphere is proved by a perceptible twilight along the edge of the planet turning into or out of the sunlight; but it is only about one-third as dense as the atmosphere of the earth
$1234567890
72 Point Size

12 Point Font $2 75 — 12 A $1 30 24 a $1 45

THE GREAT ITALIAN WHO BECAME NOTED
For his many remarkable discoveries, reports about one hundred and twenty faint lines on the surface of the planet Mars which he calls "canali" or canals
$1234567890
in Preparation

36 Point Font $5 25 — 3 A $3 00 5 a $2 25

YOUTHS
Find Gold

48 Point Font $8 75 — 3 A $5 50 4 a $3 25

MORE
Named

54 Point Font $10 50 — 3 A $6 50 4 a $4 00

MINE
Stakes

60 Point Font $13 75

GUARDED

3 A $8 50 4 a $5 25

Silver Medal

We are General Agents for the C. B. Cottrell & Sons Co. Presses

Keystone Type Foundry, Maker

Philadelphia New York Chicago — Detroit Atlanta San Francisco

CASLON TITLE EXTENDED

6 Point No. 1 — 31 A Font $1 00

THE INTEREST AROUSED IN URBAN GROWTH HAS LED AN EXPERT STATISTICIAN WHO HAS HAD PRACTICE IN THE CENSUS 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

6 Point No. 2 — 27 A Font $1 00

THE CLOSE CONNECTION BETWEEN LIGHT AND SOUND IS CURIOUSLY CONFIRMED BY RECENT EXPERIMENTS 123467

6 Point No. 3 — 22 A Font $1 00

HARMONIOUS GROUP THOROUGHLY ENJOYED AN AUTOMOBILE TRIP THROUGH FRANCE 1234567890

6 Point No. 4 — 19 A Font $1 00

TOUR THROUGH PICTURESQUE COUNTRY GREATLY ENJOYED BY PARTY 1234567890

12 Point No. 1 — 21 A Font $1 50

MOUNTAIN SCENES VIEWED FROM THE OBSERVATION CAR 123456789

12 Point No. 2 — 16 A Font $1 50

HUMOROUS PERSON MAKES FUN AT SOCIALS 1234567890

12 Point No. 3 — 14 A Font $1 50

THE VILLAGE JOURNAL PRINTED LOCAL NEWS

12 Point No. 4 — 11 A Font $1 50

LEADERS CHANGED

18 Point No. 1 — 9 A Font $2 00

GRAND OPERA

18 Point No. 2 — 8 A Font $2 00

PENCIL NOTE

24 Point No. 1 — 6 A Font $2 50

REAL HERO

24 Point No. 2 — 5 A Font $2 50

GAMBLER

MADAME RENAUDÉ

SHAMPOOING
MANICURING

5607 CHESTNUT ST.
PHILADELPHIA

STATEMENT

THE NEWFIELD BANK

OFFICERS

WILLIAM M. BARNET, PRESIDENT
GEORGE W. MULFORD, VICE-PRESIDENT
FRANK D. ENGLE, CASHIER

DIRECTORS

HOWARD M. NORCROSS
GEORGE L. McCANDLESS
ARTHUR E. MARTINE
OSCAR L. GEMINDEN
MERIDETH G. WINSTON

RUFUS J. WALLINGFORD
PRESIDENT

GEORGE H. WALLINGFORD
TREASURER

DE LUX COMPANY

MANUFACTURERS OF THE LUXURIOUS, UNSURPASSED

DE LUX MOTORS



CITY 2-13-A
LOCAL 29-C

CITY SQUARE
BALTIMORE, [

6 POINT BORDER NO. 392 AND 18 POINT BORDER NO. 913 WITH BRASS RULES

CUT NO. 3270, 25 CENTS

BUCKEYE COVERS

are now supreme in *variety* as well as in *value*; in *effectiveness* as well as in *economy*. The best at the price, and the best *regardless of price* for nine jobs out of ten. Conclusive "proofs" will be sent for the asking.

If you have not yet seen the new *Double Thick* and *Ripple Finish* Buckeye Covers, write Mill for "Sample Book No. 2," or ask any of the following Buckeye Dealers:

BALTIMORE, Dobler & Mudge.
BOSTON, The Arnold-Roberts Co.
BUFFALO, The Alling & Cory Co.
CHATTANOOGA, The Archer Paper Co.
CHICAGO { James White Paper Co. / J. W. Butler Paper Co.
CINCINNATI, The Chatfield & Woods Co. / The Diem & Wing Paper Co. / The Whitaker Paper Co. / The Cincinnati Cordage & Paper Co.
CLEVELAND, The Union Paper & Twine Co.
COLUMBUS, The Central Ohio Paper Co.
DAYTON, O., The Keogh & Rike Paper Co.
DENVER, The Peters Paper Co.
DES MOINES, The Carpenter Paper Co.
DETROIT, The Union Paper & Twine Co.
INDIANAPOLIS { C. P. Lesh Paper Co. / Indiana Paper Co.
KANSAS CITY, Graham Paper Co.
LOS ANGELES, Zellerbach Paper Co.
MIDDLETOWN, O., The Sabin Robbins Paper Co.
MILWAUKEE { The E. A. Bouer Co. / The Standard Paper Co.
MINNEAPOLIS, McClellan Paper Co.
MONTREAL, Howard Smith Paper Co., Limited
NASHVILLE, Graham Paper Co.
NEW ORLEANS, E. C. Palmer & Co.
NEW YORK, Henry Lindenmeyr & Sons.
OAKLAND, CAL., Zellerbach Paper Co.
OMAHA, The Carpenter Paper Co.
PHILADELPHIA, Garrett-Buchanan Co.
PITTSBURG { The Alling & Cory Co. / The Chatfield & Woods Co.
PORTLAND, ORE., Pacific Paper Co.
RICHMOND, VA., Richmond Paper Manufacturing Co.
ROCHESTER, N.Y. The Alling & Cory Co.
ST. LOUIS, Graham Paper Co.
ST. PAUL, Wright, Barrett & Stilwell Co.
SALT LAKE CITY, Carpenter Paper Co. of Utah.
SAN FRANCISCO, Zellerbach Paper Co.
SEATTLE, H. N. Richmond Paper Co.
SPOKANE, John W. Graham & Co.

FOREIGN SELLING AGENTS. Henry Lindenmeyr & Sons, London, Eng.

The Only High-Grade Cover



At a Moderate Price

The Beckett Paper Co.

MAKERS OF GOOD PAPER,
in HAMILTON, OHIO, since 1848



Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

Copyright, 1911, by The Inland Printer Company.

THE INLAND PRINTER

The Leading Trade Journal of the World in the Printing and Allied Industries

TERMS: $3.00 per year, in advance. Foreign, $3.85 per year. Canada, $3.60 per year.

VOL. XLVIII NOVEMBER NO. 2

Educating the Untaught Customer

By JOSEPH REDMOND

THE stenographer, a clean-cut young fellow of twenty-two, had been with me nearly five months before he locked horns with our printer, an event which caused me a lot of embarrassment, and the printer, later on, the loss of much business from an easy customer.

To equalize the work in the advertising department of our company, I assigned the ordering of much of the printed matter to Briggs, the stenographer. He knew very little about the printing business, but he was very observant and in the short time he had been with us had picked up a fair amount of information about sizes of type and knew the difference between a zinc etching and a half-tone when they were placed side by side. He didn't know much more than that at the time of the contretemps with the printer I am telling you about, but he was coming on.

It was one of those warm, sticky afternoons in late summer, when the air is so still and sodden with moisture that it is difficult to breathe; just the sort of day that is most trying on the temper. Our regular printer was paying his regular visit. He was edged up close to Briggs' side; his fat and perspiring hand was laid protectingly on a mass of proof and copy. The conversation between the two was at first in ordinary tones, but soon my attention was aroused by hearing the printer say loudly:

"Somebody over here marked up that proof, and the corrections and alterations were made. Now you come back at us and say that the page proof is all wrong, and want us to make alterations that will need the resetting of nearly the whole job. You had it all arranged on the first page with a hanging indention, and now you mark proof to take out quads. In the bastard title you marked a cut-in letter; I don't reckon your boss'll stand for that."

The backs of the two men were toward me, and they did not notice my quiet approach. I wanted to learn more about the dispute before I interfered. Briggs' face was flushed as he twiddled nervously with a lead-pencil.

"I'm not posted on these terms you use," said he. "When I got the first proof I changed some of the words because they didn't sound right. I scratched

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

them out with my desk-knife, very neatly I thought, and substituted the right words in ink, right where the other words were."

The printer laughed loudly, blew his nose and threw off some more odorous perspiration from his fat person.

"Besides," pursued the stenographer, "this gap down the side of the page — what d'ye call it? — O yes, 'indention'; perhaps you mean indentation — with the margin right out to the edge of the page and no margin at all on the other side. I thought that looked bad, so I made a notation, see? 'Take out these slugs.'"

"But that will make the page nearly ten lines short, and it's leaded already."

"Oh, well, add on some of the lines from the next page," says Briggs, the uninformed.

I concluded to keep out of the mix-up. After a while both men arose, my assistant pale and agitated, the other red and sneering. The last words I heard were:

"So you never heard of bastard title, eh? Well, you ask your boss some time what bastard title is, an' if he don't know, we'll send a couple over to you in a box, ha, ha!"

As he stood up to adjust his greasy belt, preparatory to leaving, he saw me, and, walking over to my desk, deposited two bulky cigars upon it.

"Havin' some fun with Briggs," he observed. "Say, Mr. Redmond, you oughtn't to let him pass on any more of them proofs. It'll take thirty hours' composition to fix the job the way he wants it. An' he wants a cut-in letter on the bastard title, ha, ha! I showed him what it would look like an' he said it looked all right to him!"

"Leave all the proofs with me," I said, "and send me a set of fresh proofs of all the matter as it now stands. I'll talk with Briggs."

When the printer had gone, I handed the two bulky cigars to Briggs, remarking that it would be a fine evening to go to Coney Island, and suggested that he leave early and take his wife. He thanked me with a look.

Next day I got the new proofs. Briggs had certainly been busy with his knife and eraser. Whole sentences had been scraped out, and other matter inserted in Briggs' microscopic handwriting. It was a marvel of neatness, but it was something to make any printer frantic. I went over the proofs with him, and explained some things likely to keep him out of similar difficulties in the future.

But the manner of the printer, and his open contempt for my assistant's lack of technical information, had left their impression on the young man. Every time his corpulent form entered the office, I saw Briggs' face harden, and he responded only faintly to the other's bluff greeting. I dislike to see friction between buyer and seller, both for business and social reasons, and I did all I could to bring about an entente cordiale, even to having the two men meet at lunch frequently; but while the printer was all smiles and good humor, Briggs remained taciturn, and seemed to be thinking hard.

In a few weeks' time I noticed a change in Briggs' work. He had provided himself with standard books on printing, and had absorbed and almost memorized whole chapters of such works as "Correct Composition," "Plain Printing Types," the "Vest Pocket Manual of Printing," and had subscribed to the leading journal devoted to the printing trade. His instructions to the printer no longer bore the marks of the novice, but were concise and unmistakable. So steady was his progress that after the summer holidays he was promoted to be assistant purchasing agent, and had the ordering of all the routine jobs of printing given out by the company.

The printer soon began to wish that he had been more discreet in his treatment of Briggs. Several details of the work which had heretofore been allowed to go through without objection were now subject to close scrutiny. All work had to be completed, counted and delivered exactly as ordered, and appeals to "let down the bars" to many small derelictions were uniformly referred to Briggs. There was not so much profit in our work as formerly, and the printer soon began to feel the pinch. Sometimes I investigated specific complaints, but I always found that Briggs was in the right; that he was simply correcting abuses which had existed so long that they had become matters of habit, in which the printer invariably profited. Many times this printer, whom I had known for several years, protested vigorously, and spoke disparagingly of the assistant purchasing agent and his methods. These observations becoming irksome, I ventured at last to preach him a short sermon about his own business methods.

"Your business, Mr. Pica," I began, "is one about which nearly everybody, from the correspondence-school student to the doctor of laws, professes to know something. In most cases, I admit, they have an abundance of wrong information. You have been a witness of the ignorance of many of your customers for so long that you have, perhaps, unconsciously cultivated a wrong mental attitude toward them. For example, you acted toward young Briggs as though he had no understanding, and you impressed that fact on him in a rather offensive way. When you saw that he was tripping it would have been an act of charity to him and a stroke of good business policy for yourself to have coached him a little, so that he would not have had to grope in the dark and cause the house a loss on a few jobs of printing. A mistaken pride prevented his coming to me and telling me that he didn't know. It would have paid you to have asked him to spend a day in your office now and then, just to see how a job of printing was produced.

"There's another thing: A man — especially a young man — who is striving to make good, doesn't like to be reminded by an outsider that he is weak on certain details of the business in which he is making his living. It is always best to encourage such a person by educating him on these technical points as far as you can, and show him that although you may be a past master in the printing business, you can unbend sufficiently to take him by the hand in a quiet way and lead him through some of the intricacies of your craft.

"If you had done this, it would have softened Briggs toward you. Now you have hardened him, and while he is a fair-minded fellow, strictly honorable and trustworthy, I fear you are going to be kept strictly to account in any future dealings you may have with us. He is well liked here, and is one of the coming men in the company."

"Well, I've asked him out to lunch several times, so's we could get together in a better spirit, but he always pleads some other engagement," Pica protested.

"I'm afraid your offers of hospitality won't impress Briggs now," I said. "He is not one of the kind that you can reach through his stomach. The time to have cultivated him was when you first noticed he was getting up to his hocks in the typographical mire. He was into it pretty thick there for a while. If I had been you I would have begun to feed him then — or tried to. As matters now stand, I don't believe you could coax him to eat a soda-cracker if he knew you paid for it."

And it was so.

Selling Printing in the Printer's Office

The Second of a Series of Three Articles on "Selling Printing"

By GILBERT P. FARRAR

Formerly Assistant Designer of Printing, International Correspondence Schools

WHILE there are many methods for securing orders for printed matter, there are usually but two places to close the contract: in the prospective customer's office or in the printer's office.

All circularizing and soliciting lead to one of two things: the prospective customer comes to see the printer or he has the printer come to see him.

When the prospect calls on the printer, he must be received in a spirit that will establish confidence and reliability; he must have the printing salesman's whole attention for the salesman to get the right idea, and he must be assisted in making a decision.

Nor does the work end here. Should the printing salesman fail to land the order at the first sitting, he should follow up the prospect as close as his time permits, using every means to strengthen the first interview.

RECEIVING THE PROSPECTIVE CUSTOMER.

Always be ready for a prospective customer.

There are few other businesses where visitors are received as the majority of printers receive them.

For a prospect to be met by a salesman in shirtsleeves and greasy hands, not only lessens the effect of any suggestion the salesman may make, but it is absolutely unnecessary and unbusinesslike. Superintendents and managers who assist in mixing inks or repairing presses and typesetting machines are seldom a success at handling office trade. No printing-office, whether large or small, can afford to be represented by untidy, unshaven and unclean salesmen. They are dear at any price.

Greet every one with a smile and a hearty handshake.

Use every method to put the customer or prospect in a good humor. A cheerful mental attitude makes it easier to say "yes." Try it yourself.

A place should be set aside for meeting prospective customers, and it should be entered as any one would enter a parlor to receive friends.

Make this place as comfortable and refreshing as possible in case the prospect has to wait for the salesman. Provide sufficient chairs and tables of ample size for handling a large amount of copy, in case the customer wants to go deep into the details of a job.

SIZING UP THE PROSPECT.

Too many salesmen of all kinds make the serious mistake of talking the prospect off his feet before he has a chance to tell what he came for.

Listening is a fine art.

Every one comes into an office for a reason. Give him plenty of time to explain that reason.

While the salesman is being told what is wanted, he can keep his eyes and his senses busy gathering everything possible about the prospect's plans and peculiarities.

Study the prospect's temperament and play your cards right into his hand. Give him your undivided attention.

He may have simply dropped around in answer to some of the printer's advertising, and therefore need considerable canvassing. Or he may be ready to have the work regardless of price or argument.

These facts are best obtained by allowing the prospect to talk himself dry, answering him only when questioned.

HELPING THE PROSPECT DECIDE.

Only a small per cent of those who enter a printing-office to buy printing have a clear conception of what they really want.

In helping this class of prospects to decide what they want, the salesman gets a much clearer idea of the job himself.

The decorations of the room in which the prospect is received should be made up of samples of printed matter grouped, framed, and hung on the walls. This will work wonders in silent suggestion.

A printer in a Middle West city makes a room of this kind very novel and interesting by using one class of work, all the same size, to form a border around the walls of the room.

In a Southern city there is a printer who places sheets of his best work beneath the large plate glass that covers the working table which is kept in the selling-room for the use of callers.

From these and other methods the average prospect will form some idea of what he likes, and by taking a suggestion from several jobs will be able to convey a very intelligent plan to the salesman.

If there is sufficient interesting matter to keep the prospect busy while waiting, he often sees something that he likes better than the idea he came in with. This gives the printing salesman a tremendous unseen advantage, and usually smothers any low price the prospect may have gotten from some other printer.

Then there are those who wish to see how their plan will look when applied to their copy.

If an artist is handy, a rough sketch will do wonders toward making a pleased and profitable customer.

In case there is no regular commercial artist near, a box of water-colors, a bottle of black drawing-ink, in the hands of a clever letterer and appropriate adapter, will usually get the business at a good figure.

Plain reading type of the right style and size can be clipped from some sample job, trimmed down to the proper space for the page of the prospect's job, and the headings lettered in by hand. The style of illustration best suited can be handled in this way also.

A supply of type-specimen books, as well as ink catalogues, will be found valuable aids in selling printing. Prospects can select the face of type and the colors of ink which more favorably appeal to them. Here is where revise proofs and press proofs are reduced to a minimum, for the prospect has unconsciously used technical terms to express his practical ideas, and there is no reason why the printer shouldn't give him satisfaction on the first proof.

MAKING THE PRICE.

Usually the prospect wishes to wait for the price. If so, let him wait. But don't get in so big a hurry to let him go that a crop of dollars is not figured in. Hie away to some quiet spot and take your time, for it's very, very valuable when estimating.

Don't make the customary mistake of figuring the items in plain view of the customer. To any one not acquainted with the complicated and expensive operations connected with printing production, an itemized price that contains so much besides composition, presswork and binding seems highway robbery.

A New England printer has a novel method of figuring out prices to the cost per piece. When he gives a price he picks up the job, or copy, and hands it out — about as a necktie salesman handles himself when selling his goods —

and says: "These will cost you two cents a copy in lots of five thousand" (or whatever the price and quantity may be).

Instead of the prospect gasping at the idea of spending $1,000 or so, he immediately considers whether it is worth one cent, two cents, or ten cents apiece to use the job to solicit the trade he has in mind.

DOING BUSINESS BY TELEPHONE.

Have a "live wire" answering the telephone.

When a customer or prospect wants anything, the person who answers the 'phone should be able to get it for him in the easiest and quickest manner.

When an order is taken over the 'phone, the person taking it should see that the printer gets a written confirming order as soon as possible from the person giving the verbal order. Verbal transactions don't stand in the business or legal world.

Use every means to foil that class of trade which tries to get a lower price every time some of its standard jobs are printed.

If a customer or prospect 'phones a certain Baltimore printer and asks what his price will be to reprint a former job, he says: "Same as last time." When the job is received, the back records are looked up and the price made from these.

A firm in Cleveland uses the telephone to follow up prospects. When a price is made to any one in the city, or any advertising matter is sent to the city trade, a list is made of these names, and a number are called up each day for about a week afterward and given a good canvassing. If the concern has had good intentions, and "laid them aside," the telephone makes an excellent opening for the live printer.

The Monarchical Spirit

Years ago the writer worked for a country newspaper publisher who had in exaggerated form that idea which still lurks in the breast of many employers.

He did rather a large job-printing business through the political influence of his paper and had quite a number of men working for him.

He had the monarchical spirit of business, and, like most monarchs, he finally fell.

He had the windows of his plant frosted so that the men could not see out, and one winter he reduced the size of the composing-room stove and took possession of the key to the piano box in which the fuel was kept.

Very frequently when the fire became low the foreman would have to send the devil down to the hotel bar to get the coal-box key.

One day a tramp printer complained to the old man that it was cold in the room.

"Is it colder outside than in here?" asked the old man.

"I think it is colder outside," replied the tramp printer.

"Well, then, get out!" responded the old man.

The writer once overheard a conversation between the old man and one of the business men of the town wherein he said that men did better work when they were up against the bread and butter problem and were worried about sickness in their families; that as soon as his men got a little ahead they became independent and forgot their places.

This old man shot himself the other day and left a note saying that he hadn't accumulated anything but years.— *David Gibson in Common Sense.*

A Transmogrification of Johnny

By the Man Who Knows the Facts

ONCE upon a time in a certain Connecticut town that started out with the idea of being a rival to Hartford, there was an Early Settler who knew all there was to the Printing Bizness. He cabbaged all the Fat Jobs and the Municipal Contracts and nailed all the House Organs and every other old kind of Musical Instrument that ever came down the Pike, and then he held on to them like a Summer Cold.

He was no dude. He wore one suit the Year Around and a woolen hat that looked like the One that Philadelphus Chubb founded New Haven in. While he was hauling in the Coin at 2 per cent a month and standing in with the Assessor and bilking the Labor Unions the Other Printers called him a Wolf.



But he kept right on doing Quality Printing. Every job he turned out made a Customer for Life. The people got tired of Buying Cheap Printing, that looked the Part. They got wise to the fact that Good Printing Pays.

After a while he changed his address to a Swell Dump on the Main Street and sported a big Electric Sign. Then the other printers called him a Leading Cit and an Honor to the Profeshun.

So he sent for an Architect from Boston who built him an Italian villa with a piazza in Front and a Portcockery Behind. And he had himself done in Oils by a Foreign Artist with a name that would have choked off a County Fair Worm Doctor. Then they named a Street after him and Everybody that was any sort of a relation to him could Butt into Sassiety without a Passport. It was as good as being a Colonial Dame.

When he had the most paying Printing Bizness in Connecticut he married a Wife of Refinement.

On the way back from the Wedding trip he took out a Pencil and figured up how much an up-to-date Printing Bizness was worth and then changed his name from John B. to J. Bracebridge Jones. He had been compelled to fly pretty close to the ground while he was Climbing Up to the Top, but now made up his Mind to Spread Some.



He did not communicate all this to his immediate Maternal Ancestor who met the Bridal Pair on the Front Steps, arrayed in the subdued Glory of her Black Satin Sunday gown, like a staid Plymouth Rock Hen that has fallen into the Coal Bin; but he took his Wife Margaret into the Spare Room when he got into the house and put her Next. And she being a Lover of Culture immediately Changed her Name to Marguerite, and decided to keep a girl all the time.

Pretty soon she made up her Mind to keep a Second Girl, for it kept her so busy not seeing her Childhood Friends she had no time any more to do up the Dishes. That was why she wanted to travel. She fairly ached to get to Paris, where you pick up large chunks of Culture in the Champs, and True Social Worth is recognized at a Jump.

Her Husband, too, was getting sore on the Old Place. His Acquaintances would not stand for the J. Bracebridge gag. They stuck to "Johnny," just like Marguerite's friends hung on to "Maggie."

It happened that while Marguerite and J. Bracebridge had their good eye tight glued on Paris, His Mother read out loud an article about a Bargain Trip to Cairo in a Magazine whose long suit is patterns, fancy-work and anti-suffrage.



Now the Article said that Egypt was a very Wicked Place, which certainly made a Hit with J. Bracebridge, who hankered after the streets of Askelon and the Side Doors of Gath. And there was a great Spiel at the End of the Article about the Spinx being the Center of Social Elegance in our Day just as in the Days of Queen Hatasoo, and a Whole Lot about the Culture that could be squeezed out of a XIVth Dynasty Papyrus Leaf Pome. That certainly Listened good to Marguerite, who just Doted on Pomes and Potes.

So she made tracks for Hartford, where she laid in a Straight Front, that she could not Sit Down in, and a Harem-Skirt, that she hid in the Bottom of her Saratoga. And J. Bracebridge began to do a little Landscape Gardening on his Frontispiece, laying out a very neat Set of Depews. He worked for hours trying to get a side-hold on the Aetna Life accent.



So they left the Land of the Somewhat Free and the Home of the more or Less Brave and they headed it straight for Cairo.

It was two months later that the Acting Manager of the recently Incorporated Printing Establishment of J. Bracebridge Jones, Ltd. (formerly John B. Jones, Printer), received the following dope from the Main Squeeze of the Outfit.

Cairo, Some Time or Other in April.

Mr. Jefferey Jenkins:
Connecticut, U. S. A.

Dear Jeff:

I have gone as far up the Nile as my time and the Letter of Credit will permit. It sure does take the Mazuma. At 8 to-morrow we turn our faces toward the Only Country on Earth where a man can get a Steak with a Meat Taste to it. Meet me at the Station with a Pie. Tell Mother I am Coming Home to Eat.



Do I like Egypt? Yes, because now I shall be Satisfied with Connecticut. You can bet your Bottom Dollar on that. Egypt is a wonderful country, but very small for its Age. Most of the Natives are Farmers. Those who are not are Robbers. The Farmers live on the River. Other Natives Live on the Tourists.

I have seen so many Tombs and Family Vaults I'm ashamed to look an Undertaker in the Face. For Three Weeks Maggie and I have Trailed Along looking into Open Graves and trying not to seem Shy on Soulfulness. My Figure seems to be quite Popular with Fellow Tourists. For though I pierce the Atmosphere for a considerable distance Up and Down, I never Block the View of those Behind me. Besides I am Handy at going down Cracks into Royal Tombs and other Places of Amusement here.



Egypt is so Old you get the Headache trying to Think Back. Egypt had gone through 40 Administrations and Was on the Down Grade before Bridgeport was Staked Out. The Egyptian Language is called Arabic. The Arabic language when Spoken Sounds like Hiram Brown's tomcat trying to Cough Up a Fish Bone.

Marguerite bought a Book called "Arabic at a Glance" and started in to Learn Useful Sentences. When she got it Down Pat she expected she could Pass as a Native and Buy things at Half Price. When She tries to Speak it the Natives Run Around her in circles calling on Allah for Temporary Assistance.

The Principal Products of the country are Insects, Dust, Guides and Fake Curios. I got my Share of Each. Americans are Popular in Egypt — during Business Hours. You're up against a Shell Game the whole time you're Here, except when you're buying Mummies at Assouan.

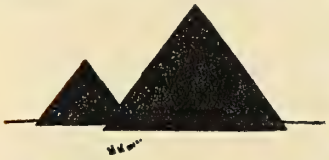


Assouan is famous for its Mummies and its Climate. The Mummies made Assouan and the Climate made the Mummies. Assouan is as Dry as Heublein's on Sunday. It is as Dry as that Herring you Bought once in Gibb Graham's Grocery Store, that you Said was the Driest thing on Earth. It is surrounded by Desert, and the Sun is always Working Overtime.

Maggie Laid in a few Choice Bits in Mummies. She is Bringing Home the Right Toe of King Amen-hotep, who was the Candy Kid of His Time, according to the Dealer who Sold it. He was a Grand nephew of Queen Hatasoo and there was a Strong Atmosphere of Social Elegance about his Reign just as there is About his Toe. But I understand that for Culture and Refinement he wasn't in it with his Aunt Hattie. At least so Maggie Says.



Speaking of Culture, Maggie made a Bird among the Ancient Papyruses in a Bazaar. It was a Sonnet in Ancient Egyptian by Rameses Second Printed on a Lotus Leaf and with a 4000-Year-Old Guarantee pasted on the Back. Finest Bit of Printing you ever saw. Dealer said it was All Guff about Gutenberg being the Inventor of Printing. The Ancient Egyptians were regular lallapaloosas at the Game. And I thought So too until I Read on the Back of it: "Peckanco, Printers, Hartford, Connecticut." That was a Hot One.





Tell Mother to Open some Preserves. The preserves in Egypt taste like the Day after Taking Calomel. The National Dish of Egypt is a sort of Meat Pie made of anything that happens to be in the Ice-Box. I liked it when I ate it — and then all During the Afternoon and Evening.

Give my Love to Everybody whether I know Them or Not. Maggie Sends Hers, Too. Yours,

JOHNNY.

P. S.— Tell Mother to Make Some Dumplings.

¶ The above article is reprinted from the house organ of R. S. Peck & Company, Hartford, Connecticut, and is an excellent example of this particular style of advertising literature. The bringing into the article of the firm name has been done in a very clever manner.

Sources of Inspiration to the Job-Compositor

By FREDERICK F. TURNER

ALL artists must obtain their working material from somewhere. As the novelist, the painter and the musician study life, nature, the old masters and contemporary art, so must the job-compositor, if he would excel.

His mind should ever dwell on the pertinent remarks of Sir Joshua Reynolds appertaining to the laying up of materials: "It is undisputably evident that the greater part of every man's life must be employed in collecting materials for the exercise of genius. Invention, strictly speaking, is little more than a new combination of those images which have previously been gathered and deposited in the memory — nothing can come of nothing; he who has laid up nothing can produce no combinations. The more extensive therefore your acquaintance with the works of those who have excelled, the more extensive will be your powers of invention, and what may appear still more like a paradox, the more original will be your conceptions."

The shapeliness and dignified appearance of the work of some of the old typographers should inspire one to emulate their work, craftsmen of the present day having the advantage over them of being able, because of increased facilities, to improve upon crude mechanical execution. It is an absorbing study, this research into the best work of our predecessors, and one that has in it much of practical value. And this, after all, is the end we seek.

Job-printing of the present day is an art, and artistic instinct is required to do one's work well. The job-compositor is gathering materials, also furthering his self-culture, when he stands before nature in the forests and fields, doting over the shapeliness of trees and shrubs, color harmony and color combinations that are presented to him here in the perfect; also when he is studying a classic painting or listening to a well-rendered oratorio or opera, or a well-delivered sermon or lecture. The love of all this can not but inspire him to nobler effort in his every-day work. Yet artistic instinct in a compositor is not all that is necessary to him. Contrary to some of the other arts he must possess with it a deal of mechanical ability, since his calling combines the artistic with the practical.

To be able to observe and admire nature's accurate color gradations, however, and to appreciate the perfect symmetry of the flower and the leaf, reveals the fact that one has the earmarks of the artist, and the necessary talent for becoming an expert jobber. For while commercial job-printing does not permit of the delicate coloring of the flower, and the limitations of type and copy do not permit of the superb shape of the shrub, he who has not the eye for color will never grade it aright, and if he can not see shape it is impossible for him to whip his job into any kind of presentable contour.

Then he must study the work of his fellow man, principally contemporary, because job-printing has never been on a higher plane, viewed from both the

artistic and mechanical standpoints, than at present. On nature and classic art, therefore, he feeds his soul, but for that which is nearer, perhaps, of real, practical, tangible value he feeds his mind on contemporary and ancient work of his craft.

Like the novelist, the job-compositor must be observing. And his studies and observations must not be confined to the work of his own craft, but must extend to that of the kindred arts. Manifold and varied are the ideas presented to the consideration of the observant compositor in the work of the sign-painter, where he strives for artistic merit. Study the painted signs on your city billboards, the announcements of current attractions outside the city playhouses. The artistic merit of some of these efforts are ideal, and certainly an inspiration to a student of the graphic arts. The same is true of many book-cover designs, ancient and modern. Both styles of art are marvels of richness and simplicity. To the student of design, the wide variety that is presented to him in the windows of the high-class bookshop is an interesting study. Practical suggestions for combinations of border and designs are often to be seen here, the scheme of which can very frequently be duplicated with unit borders, notwithstanding their limitations. Apropos of this, it is encouraging to note that many of the borders, ornaments and embellishments at present issuing by the typefounders are truly artistic creations, designed free and flowing. By their use the job-compositor is enabled to make his work resemble that of the designer.

In architecture and ornamental ironwork, also, are presented suggestive ideas for the practical use of the job-compositor. Architecture the more especially, because it is structural in character, as is job-composition, depending upon its foundation for its completion, the study of which instructs the jobber in the necessity for solidity of foundation for perfect finish mechanically as well as artistically.

Modern job-typography has much to do with arrangement, and suggestive ideas in this connection, or at least food for thought, are to be found in artistic window-dressing; also in the layout schemes of the city parks and country estates, where the arrangement of flower-beds, lakes, walks, shrubbery, statuary, sundials, etc., are for the most part executed in a manner so artistic that it can not but delight the esthetic taste.

What a Cost System Does

A cost-accounting system will not actually make expenses less or render the income more in any business, but it will meter the expense and income to enable those in the management to see wastes of expenditure and opportunities for income.

For instance, if you own a long row of rental houses and furnish the water to the tenants you will have a meter on the main supply line. If you get a bill one month more than all preceding months for water service you at once know by means of that meter that there is waste. You pursue an investigation and find a faucet leaking in one of the houses along the row.

Now, this meter didn't find this leak, nor did it stop the leak — it simply told of its existence. It simply extended knowledge and activity by reason of that knowledge.

The principal value of an accounting system is that it starts mental activity to the pursuit of economy.— *David Gibson in Common Sense.*

Remaking a Country Paper

By GEORGE FRENCH

ONE day in June last a Country Paper came and knocked at my door, and when I responded to the summons it walked in and sat down in my office chair. It has been there ever since, but it is not the same Country Paper. It was emaciated, lean, dejected, out at elbows, and generally disheveled. Now it is sleek, fat with advertisements, prosperous, growing actually corpulent with news, and has an air of self-respect.

The transformation has been effected within the space of less than three months. I thought it would take me at least a year to get the barnacles off of it, and find out if there were anything there upon which to build a new life. The barnacles fell off at a touch. A new skin grew where they were. Youth came back to the forlorn figure. When I gave it a new suit of clothes, Country Paper was a new sheet. You would not have known it.

When it came into my office and refused to budge when I told it there was nothing doing, it was shabby with old type, disreputable with dead advertisements, full of plate and set miscellany. It had but little local news, and nothing that could be called editorials, even by stretching courtesy to the utmost. It was a big eight-column blanket sheet, with columns twenty-five inches long. Now it is an eight-page five-column paper, all set in eight-point type, no plate, no miscellany, nothing but two columns of editorial (mostly home news) and local news and topics. In place of four columns or less of local news there are now about twelve columns, and it is all good local stuff. It is printed on a four-roller book press on book paper. When I took it in it had something like ten columns that it filled with advertisements, a goodly proportion of which were dead patent-medicine electros. Some of the others were local, with a rate that could not be seen with the naked eye.

Now (this week) twenty-six of the forty columns are filled with live advertisements, at good rates. There is but one patent-medicine advertisement in the paper, and that will be the last. There is not a free notice in the paper. There is not a write-up. There is absolutely nothing but paid advertisements and good reading-matter. And this week's paper shows a profit of from $25 to $30. It is not a very big profit, but considering that the loss was twice that amount only ten weeks ago, it looks good to me.

In addition to building up the paper in ten weeks we have moved the office into new quarters, renewed more than half of the entire equipment, put in electric power, and got rid of every person who was employed on the old sheet. It has been a busy ten weeks.

Now, here is the point: The town this paper is located in is a pretty live one. The old paper was the county paper for so many years that it makes me dizzy to look at the volume-number. The man I bought it of had owned and run it thirty-eight years. It had always been respectable. It had always

been Republican in politics. It was so conservative that the editor would not ask anybody for news; they had to bring it in to him if they wished to have it printed. Once in a while some man would spunk up and write the editor a letter upon some local topic; that week the paper would sell as many as twenty extra copies.

The new men went to work to print the news. They did not think or worry about anything else. They did not ask anybody to advertise. They did not ask anybody for job-printing. They everlastingly grubbed for local news. The first week they trebled the record for local news. They packed the paper every week. They threw out the plate-matter. They threw out the dead advertisements. They threw out the miscellany. They threw out the advertisements that paid a too low rate. They filled all the space with local matter. It was not more than two or three weeks before the merchants began to ask about advertising. In about five weeks some of them came across with quite decent orders for space. The seventh week we had about as much advertising as we expected to have at the end of the year. That week we ran one


The Hyde Park Gazette

HYDE PARK, MASS., SATURDAY, SEPTEMBER 9, 1911. No. 86

THE GAZETTE VIEWPOINTS.

A Large Crop of Peaches

The heading of the paper that was remade.

office advertisement, about a column. The next week we ran a four-inch office advertisement — all we could crowd in. This last week we did not have a line of office advertisements in, not a line of advertisements that did not pay full rates, not a line of "filler" copy, and actually did the "Ladies' Home Journal" stunt of setting out about two columns of live advertising, as well as about four columns of reading-matter.

This agreeable state of things is the direct and logical result of making a paper that the people of this town like. That is all there is to it. We have not tried to get more circulation, but we have got it all the same. We have not tried much for the advertising. Most of it has come in. We have tried to do but one thing — to fill the paper with live local news, and matter that particularly interests this town. We are not yet on dry land, of course. Much of our advertising is short-time orders. Some of it is political. But it is in the paper, and for three weeks we have kept up the maximum. We expect to have to work to keep it up, but we expect to keep it up. We have many plans for doing so, and all of them are based upon the making of a good local paper. We do not cater to anybody. We are so independent that we "lean over back." But the people seem to like it. We hit people and things, and we do not hesitate to call names and point to persons. But we do it all in a good spirit. We do not let anybody get grouchy. We are ready to give credit to all who deserve it, and then some. We run a human-interest paper.

I think that this brief experience proves that a paper may be run in a town on these lines: Print all the news there is. If there is not enough, make some. Do not fabricate it, but dig it out. There are interesting things in every town to write little stories about — more than any editor will exhaust during his lifetime. Keep on doing so. Do it every week. Print the paper well. Make the size small and handy; mine is eight pages, 13½ by 19¼ inches. This is the regular magazine paper — 27 by 39. I print the eight pages at once, using 39 by 54 paper, work and turn, and slit the second time through the press. I fold and trim. I use a paper that costs me 3.95 cents a pound, and it will print a 120-screen half-tone finely, and the type looks like bookwork.

The trouble with most local papers is that they do not print the news of their towns. They do not see the interesting phases of life. They are so deadly dull that advertisers get no returns from them. The local paper need not be profound. It is better not. It should not be trivial. It should just be full of fellowship. It should be a mirror of the town — a true mirror. It will not do to concave or convex the glass.

Years ago, when I was young and vastly ignorant, I ran a country paper some years. I made no money. I barely escaped failure. I said I ran a country paper. I did not — the country paper ran me. Now I am running a country paper, and it is going to be a success, because I have ceased to be a journalist and am just a reporter, and a townsman. I am giving but one-third of my time to the work, but I would rather turn out copy for that paper than formulate the biggest advertising campaign in the land, or sit in the seat of the most mighty magazine editor. In a year from this date I will report that this country paper that threw itself upon my compassion in the manner indicated is making a clear net profit of not less than $2,500 a year, and that it is all due to making a paper that is a part of the town and that mirrors the whole of the town.

Type Consistency in Advertisements

By CHARLES A. WHITTLE

IF there were a mental-meter, and the same were attached to Mr. Casual Reader, there would be an interesting record revealed when the mind shifts from "reading-matter" to advertisements. It would show effort and strain.

The eye specialist could explain this in part. The retina has been receiving certain types of impressions. Their uniformity and persistence make it possible for the eye and the mind to take up the impressions with the least possible effort, in fact, almost automatically. This is what has been taking place when one goes through the reading-matter.

But let the eye switch to the ad.-type and there is effort, strain, slowness. Why? Because the eye and mind have acquired a habit and there is a break in the habit.

Why do violence not only to the receptivity of the eye and the reading nerves, but also to the sense of proportion, harmony, beauty? Why should there be violent contrasts, one type in one column and quite another in the adjoining column? Why should one be compelled to look upon a scrambled and messy page of warring type? Why should one be compelled to telescope his eye lenses into thirty-two different positions, more or less, in order to read a single advertisement? Why should one be yanked around by his censor nerves to accommodate an advertising display?

One may not recall having had these violent experiences, and yet have suffered them. One may not remember that there was a revolt when shifting from one class of type in the reading-matter to another class in the advertisements, and yet it has occurred unconsciously and for no reason that you have been aware. Without knowing it one has refused to read advertising type.

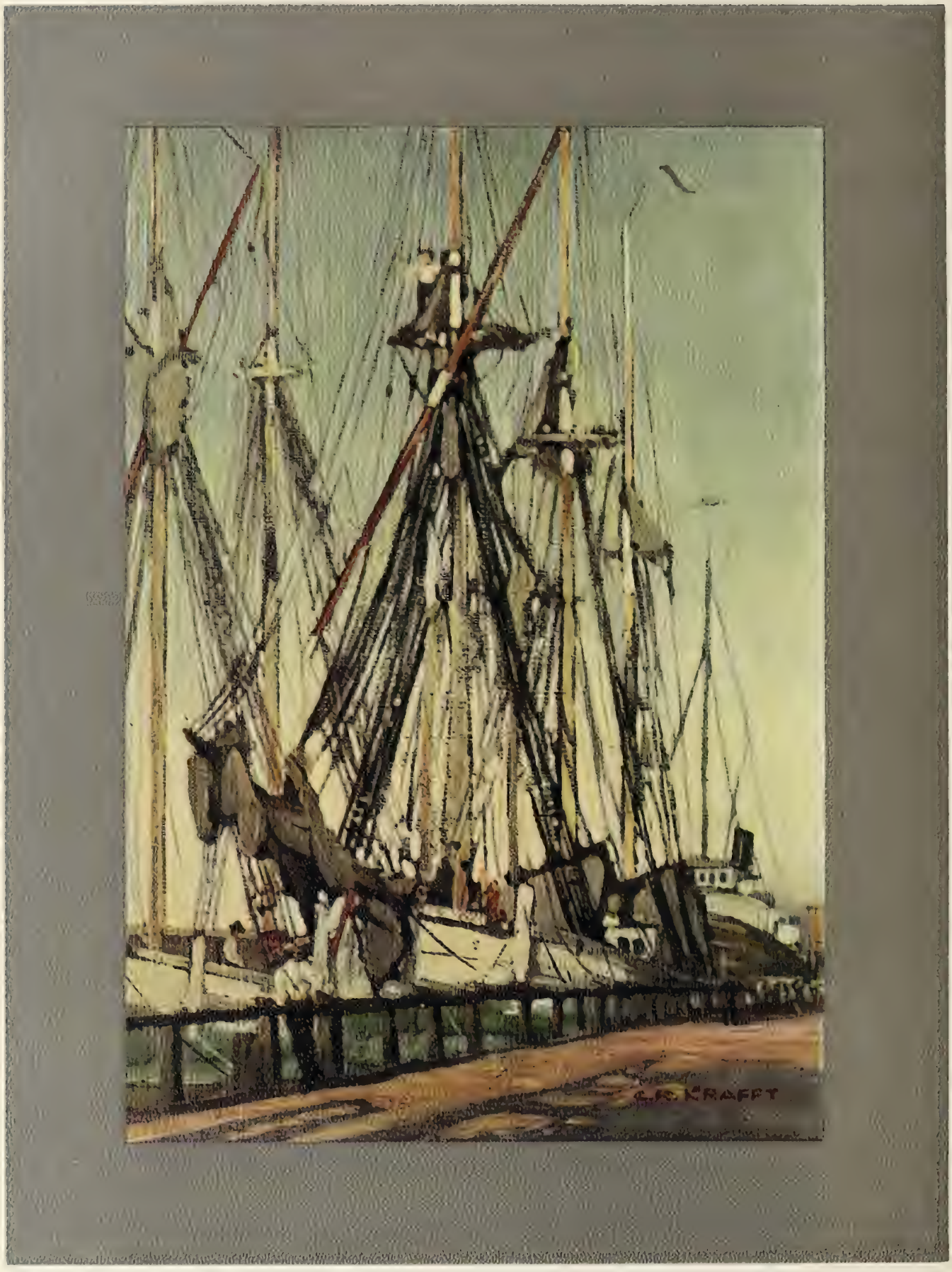
A little thing can change the course of attention. If the sensitive plates of the eyes and the reading nerves strain ever so little against a change of impressions, there may be an adverse current started which will sway the mind — so much so, that you may refuse to direct your attention to a passing advertisement. Undoubtedly when the eye is focused to meet one kind of type and that type the kind which carries the attention to the most interesting parts of a publication, it often refuses, without our knowing, to observe that which is larger, smaller or very different.

It will be a seven-league step in the right direction when the advertising world fully realizes the meaning of type inconsistency and its effect upon the attention. Not only will there be larger results financially, but there will be eliminated much of that which makes the printed pages of our publication frightful to behold. It will mean that for purely utilitarian reasons the shouting, large type will settle down into modest decency, and talk in the tone to which your nerves are attuned. The bizarre and sensational type is ready for the shelf-dust, anyway.

But—yes, indeed, there is a "but"—the publishers insist that it is ethical to hang out a sign, "Beware, this is an advertisement!" They would not for the world permit the same type to appear in the reading-matter as in the advertisement. No, no, not even if the page were thereby made to violate every rule of art, every note of harmony. Strange ethics! Strange that decent advertisements should be compelled to don different style, and stand out more from the oddity of unattractive attire than the reading-matter.

We wonder, indeed, if any person can draw a sufficient distinction in ethics between designating what are advertisements and what are not, on the one hand, and the destruction of the artistic appearance of a page, on the other?

But the distinction should not be drawn. There is no reason, that we know of, why an advertisement should not be given as decent treatment as "reading-matter." There is reason why an advertisement should not be set out of harmony with everything else on a printed page.



IN HARBOR.

From an oil painting by Carl R. Krafft, Palette and Chisel Club, Chicago.
Three-color half-tone and tint.
Engraved and printed by The Henry O. Shepard Company, Chicago

Editorial

COURTESY pays. A little of it at Denver in September might have brought large dividends to employing printers.

WILLIAM ELEROY CURTIS, the famous newspaper correspondent who died last month, once was a "printer's devil." It probably was during this period of his career that the foundation for his future greatness was laid.

EVERY industry is tormented with "time-killers." The printing business is no exception. These artisans are a detriment to their fellow workers as well as to their employers, and should be looked upon as common enemies of the trade.

SEVENTH place is given the printing business among the great industries of the country. If, however, a heart-to-heart talk could be arranged with the top-notchers, it probably would be admitted that the six leaders reached their positions largely through aid received from the seventh.

A WOMAN editor out in Kansas has defied the town of Olpe to drive her out. "Just come on," she says to a prominent citizen, in a late issue of her paper, "and I will sure give you a job of picking out a few shots." Just like a woman — never weighs her words. What Westerner is afraid of shots that can be "picked out"?

THE defeat of reciprocity in Canada will not affect the good feeling between American and Canadian printers. Simply because we could not agree on the exchange of material things is no reason why a free and unrestricted exchange of ideas for mutual benefit should not continue. Let us be thankful that we have *free speech*.

ONE of the benefits derived from the installation of a cost system — and a mighty big benefit, too — is the general effect it has on the whole establishment. Its tendency is to make every one more orderly in the performance of his work — to plan a better system for handling the particular work he has in hand. And this naturally leads to the bigger question of bringing the different departments into more harmonious coöperation. When a cost system is installed it is but the beginning of a revolution against chaos.

THE formation of one national organization, to which all employing printers could consistently give their support, has not attained that rounded-out condition for which we have been so earnestly striving. Yet we should not be discouraged. The mountains are mostly at our back. The questions ahead of us are only mole-hills, even though they are trying to look like the Rockies.

NOVEMBER should be a good month for printers and a correspondingly bad month for "fillers." The "filler" should get a chilly reception at any time of the year. But there is no doubt that it will prosper more or less until the cost system becomes so general that one or two offices in each city or town get all of the "filler" business. Then these offices and the "filler" will disappear simultaneously.

WITH the approach of the gladsome Christmas season — the time when we like to remember others — thoughtful employers will turn their attention to those employees who have rendered faithful service during the year. Or it may be that one worker will want to show an appreciation of the kindnesses and courtesies extended to him by another. To all of these we are offering a splendid suggestion, on page 170. Turn to it *now*. It may save you some perplexity.

ABOLISHING piece work in the composing-room was looked on as a large proposition by the International Typographical Union convention at San Francisco. That body therefore decided to go a little slow. Referendums are sometimes misleading when the voters are not all directly interested in the questions on which they are asked to vote. There were eleven thousand votes cast in favor of continuing piece work. Possibly this is a large majority of typographical union members work-

ing on a piece basis. At any rate it would seem that those who are engaged in setting "straight type" are the only printers competent to decide whether piece work is a good or bad system in the composing-room.

It was reported in the newspapers recently that a miner who had his back broken thirteen years ago is now a successful employing job-printer. The dispatch doesn't state what induced him to turn to the printing business after his back was broken. And that might be an interesting part of the story. Who knows but that he had been reading about printers' backbones, and cost systems, and finally decided that he had about as good a chance as the average printer to make money at the business?

Two members of Chicago Typographical Union have been charged with a serious crime — the hiring of sluggers to murder a nonunion printer. As both of these printers have held office in their union, we trust, for the sake of the good name which this old organization has borne, it will be shown that the charges have no foundation in fact. Chicago Typographical union officials usually have been men of good character, representative of the best element of the organization's membership. It is to be hoped that no exception to the rule will be shown in this case.

It is a common thing to hear of some fellow going under because "he couldn't stand prosperity." Recently, and for the first time, however, it has been reported that a newspaper — the Oklahoma *Pointer* — has gone out of business because its circulation had become too large. When it was unknown and fighting for a standing, the paper made money. But when its influence began to widen and its circulation finally reached over the twenty-thousand mark, it collapsed under a load of readers. The *Pointer* was circulated free, the advertising paying the cost. But the advertising rates did not mount in proportion to the growth of circulation, and — well, it is easy to account for the demise.

An Ambitious Young Printer.

A recent letter of inquiry from an ambitious youngster up in Iowa tells something of the laudable ambitions of a practical printer. The letter of our Iowa correspondent is an unusual one. It lays bare a heart filled with ambition to make its possessor the very best printer on earth. And there is every reason to believe that he has a good chance to win, for he freely admits that there is an immense amount to learn, and that he purposes to study hard while he works. Coming to this country from England about two years ago, he has taken up the I. T. U. Course and is a close reader of The Inland Printer. Upon the completion of the course, it is his purpose to visit England in order to take instruction and try for a gold medal in the London City Guilds examination for printers. But his research for information does not stop here. He wants to know the other end of the business also, and is making arrangements to take up a correspondence course in estimating, supplementing it with a thorough study of books bearing on the printing trades. He says, among other things:

"Since coming to this country I have learned this great fact: that the bigger the man the bigger the job there is waiting for him. I am trying in my own way to fit myself for a bigger job, and am hoping to be a big-enough man in my business some day to handle the biggest job — in fact I am going to be."

This sounds like a man who couldn't be stopped. He's on the road to success, and it will require a mighty big bump to push him into the ditch.

The Printer as a Citizen.

Twenty-five years ago there undoubtedly were many members of the printing fraternity who were sometimes inclined to be ashamed of their calling. Not that they did not respect the art itself, but rather because they deplored the poverty (and its corollaries) of many of those laboring in the field. Journeyman printers especially were known for their intemperance and for their financial irresponsibility. Many of them became wanderers over the country, with no home and no desire for a home. There seemed to be something about the atmosphere of a printing-office that labeled it a temporary abiding-place only — a friendly spot along the way — a mile-post, as it were, marking the nature of the business in which the tourists were supposed to be engaged.

But what a revolution has taken place in these twenty-five years! The tourist has become almost extinct, and the great majority of printers are steady, temperate, home-loving citizens. To-day, in fact — to tell the unvarnished truth — there are no better citizens in America than the men engaged in the graphic arts. They are absolutely the *best* citizens in our country. This is so because they are not only home-builders: to a greater degree than any other class of citizens, they are nation-builders, almost to a man taking a deep interest in our laws and our public institutions. Combining intelligence, integrity, and loyalty to the laws

under which they live, no class of citizens can make a better showing.

In every city and town, in every country on earth, printing craftsmen are leaders in all progressive movements. With a steady, unflinching tread, they are, more distinctively than any other class in America, carrying forward those principles for which the founders of our government fought and died. In the forefront of the country's saving force—the great middle class—the printer is waging war against disease, graft and injustice, and he is entitled to a good name and full credit for his honorable record.

We are proud to be printers.

The Railroad Strike in England.

The recent rail strike in England should be studied by every one interested in economic progress. If we are able to analyze it without prejudice, some good lessons may be learned. If, however, on the one side men who are working for wages shall accept its outcome as a demonstration that strikes are the only simon-pure remedy for oppressive conditions, and, on the other, employers shall be spurred on to renewed vigor in a campaign to check the growth of labor organizations, the big strike will have been without educative value. Moreover, it will have been but a lure into more bitter and destructive warfare.

Graham Taylor, president of Chicago Commons, and a sociologist of wide experience, visited England after the close of the strike for the purpose of gathering some facts in relation to the great struggle. Returning to Chicago, he made an address before the City Club on "The British Railway Strike and Its Revolutionary Bearings." He said that "England's strike was a great demonstration of the new power that the unions have found—what the French call 'syndical' action. It means striking by industries. 'All strike or none' was the British way of putting it, and for two days that system tied up transportation." Professor Taylor then called attention to the power of the blow that stunned the nation, stating that "Even the unions had no idea of its strength until the blow was delivered."

Ultimately, however, the success of this strike may injure the cause of workingmen if all of the circumstances leading up to and entering into it are not fully considered in forming an opinion as to the wisdom of using the strike as the chief weapon in the settlement of wage disputes. Likewise, employers will endanger their own best interests if in this latest industrial revolution they are unable to see the handwriting on the wall. The principle of collective bargaining must be accepted as the only basis upon which industrial peace can be established. And when that principle shall be universally accepted by our captains of industry, conciliation, mediation and arbitration will follow just as surely as night follows day. For ample verification of this conclusion, it is only necessary to turn to the history of the older and more powerful trade unions, where, almost without exception, all disputes are settled by mediation and conference. It will be noted that in all of these cases collective bargaining has been recognized by the interested employers, with the result that arbitration arrangements are made, insuring peaceable settlements in all disputes.

It may be that this strike will be the means of aiding American employers in the solution of labor problems. Among commercial printers it should at least have the effect of directing their attention toward the amicable relations existing between the American Publishers' Association and the International Typographical Union, organizations long ago having adopted the principle of collective bargaining, and settling their differences through arbitration.

The Cost Commission Muddle.

As an aftermath of the Third International Printers' Cost Congress there has been some confusion relative to the continuance of that body. The congress at Denver asked the United Typothetæ to continue the Cost Commission's work and have the meetings open to all printers. According to a recent issue of the *U. T. A. Bulletin* the executive committee lost no time in complying with that request, and Messrs. Morgan, of Chicago; Stone, of Roanoke; Meyer, of Milwaukee, and Glossbrenner, of Indianapolis, were announced as the Cost Commission.

In view of developments relative to organizing an International Ben Franklin Association, there was some question as to whether this did not amount to throwing down the gauntlet by the Typothetæ. Not a few felt that if there were to be a clash between the old and new associations, it would arise out of their cost-finding programs.

But now comes Mr. Morgan, signing himself "chairman of the American Printers' Cost Commission," announcing that members of the commission elected at St. Louis in 1910 will continue in charge of the work until their successors are elected, and will arrange for the Fourth International Cost Congress. He also announces that for the present necessary funds to carry on the work of the commission will be provided by the United Typothetæ. Mr. Morgan assures us that his announcement is one of the yard-wide, all-wool,

blown-in-the-bottle kind, so all the craft can do is to await developments, and congratulate itself that whatever happens the cost agitation will abide with us.

Good Printing from Country Towns.

One of the pleasing as well as encouraging features of latter-day progress in the printing industry is the marked improvement in work produced in country-town offices. There is every indication that our country brothers are getting away from the old idea that good printing can be produced only in the larger establishments of the city. In the past, of course, there had been entertained among a large number of printers, not excepting some of the best craftsmen of the metropolises, a false idea as to what really constituted fine workmanship in the composing-room. Elaborate designs and an originality bordering on freakishness were considered essential to the embellishment of high-class composition. And it was quite natural that the country-town printer, with his limited assortment of material, did not aspire to enter the field of high-class printers. He felt that it was useless to attempt it, not only because it would require a big expenditure for type, ornaments, rules, etc., but that there was not enough of such work demanded to make it pay. He believed that it was only on extraordinary occasions that *extravagant* printing was needed.

To uproot this false notion of good printing has taken a long time. Only within the past few years has the modest printerman of the country town begun to realize that fine workmanship depends almost entirely upon the ability of the worker, and not upon his capacity to purchase a large amount of material.

THE INLAND PRINTER is gratified at this welcome change. For years it has tried to impress the country-town printer with the opportunities at his door, and now to know that he actually is laying hold of them is sufficient justification for feeling that THE INLAND PRINTER has accomplished and is accomplishing an important work for printers and for the art of printing.

A New National Association.

At this writing, according to reports gathered from all parts of the country, it can be stated with almost positiveness that a new national employing printers' association will be organized and supported by the majority of those printers who have been exclusively affiliated with the Ben Franklin clubs, printers' leagues and master printers' associations.

THE INLAND PRINTER had hoped, in the interest of harmony, that the conditions made by the United Typothetæ at Denver would be accepted by the other organizations, at least temporarily, and that the rank and file of the membership would vote in favor of consolidating with that body under the constitution prepared by William J. Hartman, leader of the Ben Franklin movement, and tentatively adopted by the United Typothetæ at its Denver meeting. But the result of the voting apparently shows hostility to the consolidation plan, although it should be said, in all justice to everybody concerned, that so far as we have been able to learn the proposition was not submitted to the membership in a form which would give an opportunity for a clear-cut decision as to whether, in the circumstances, it were the part of wisdom to merge all of the associations with the United Typothetæ of America as proposed at Denver.

When the Cost Congress adjourned, we believe it was the clear understanding of those who followed the proceedings, that a referendum vote should be taken on the concrete question of whether the different associations should merge with the Typothetæ under its new constitution. In Chicago the blank ballot sent out by the Ben Franklin Club contained eight separate and distinct questions to be voted on, as follows:

"Do you favor the name Ben Franklin Clubs of America for the one international association of printers? or, Do you favor the name United Typothetæ of America for the one international association of printers?

"Which of the two constitutions and by-laws do you favor?

"Are you willing to pay the national dues demanded by the amended constitution and by-laws of the United Typothetæ of America?

"If not, are you willing to pay the national dues fixed in the constitution and by-laws of the Ben Franklin Clubs of America?

"Are you in favor of and willing to support, financially and otherwise, an international organization under the constitution and by-laws enclosed herewith (or in amended form) with the name of the Ben Franklin Clubs of America? or,

"Are you in favor of working under the amended constitution and by-laws of the United Typothetæ of America?

"If you favor the Ben Franklin Clubs of America, do you think this organization should be formed at once?

"Would you be willing to send delegates to some central point [subsequently Chicago was suggested] during the month of October for the purpose of perfecting an organization?"

Now, all of these questions properly could have been discussed at Denver, but they were not intended to be subjects for the referendum at this

time. The thing was either to accept the plan outlined by the Typothetæ for one national organization, or reject it. It was not a time for discussing names or dues, or whether one favored this or that constitution. Clearly it was the time for a simple decision as to whether we would embrace this opportunity for the bringing about of one national printers' organization, or reject it. This was the only way a definite opinion on the merits of the question could be had.

We understand the Typothetæ is submitting a simple ballot to the referendum asking a "yea" and "nay" vote on the constitution tentatively accepted by its convention. We wonder what would be said if it had followed the lines of the Franklin ballot, and read something like this:

"Which of the two constitutions and by-laws do you favor? (submitting the old and the new).

"Are you willing to abandon the time-honored policies under which we have worked since the organization was founded, and which are set forth in the old constitution?

"Are you willing to adopt this new constitution, written for us by a nonmember and fathered by the Ben Franklin Club of Chicago?"

Granting that another national organization is to be effected, and waiving all objections to the methods pursued in bringing it about, THE INLAND PRINTER is still of the opinion that we have made progress toward the coveted goal, and that there is no reason why the rank and file of employing printers should be discouraged to any great degree.

About New Wage Systems.

Dissatisfaction with our system for remunerating labor is rife among those interested in industrial questions. The injustices, inequalities or anomalies — whichever you wish — in prevailing methods of wage-paying have their influence on production, being in some degree responsible for that lack of interest by employees of which we hear so much complaint. Profit-sharing, premium and piece-price systems are among the methods employed to meet the desire for a more equitable arrangement. Some of the most industriously advertised of these plans have not contributed so much to solution of the problem as they have served to secure publicity for those who ostentatiously introduce the system. But each effort in this direction is worthy of investigation. Even where the scheme is a hypocritical pretense indulged in for advertising purposes, it has value, inasmuch as it shows there is a demand for a change.

In addition to the systems mentioned there is the out-and-out coöperative method whereby the workers are regular partners in the project and receive bonuses on their wages in addition to interest on their investment. These societies have reached their highest development in Great Britain, where they are, to a very great extent, working-class affairs, in the earlier days getting much support and encouragement from trade-unionists. That solution of labor issues has not been successful in this country, though the great labor organization of a quarter of a century ago — the Knights of Labor — made an especial effort to establish coöperative distributive and productive industries on the British plan.

The system has many adherents in this country, who regard it as the ultimate wage-paying method. In their opinion we must come to that, or — as President Taft declares will be the logical outcome if old-style competition is not revived — travel toward socialism.

Among the speakers at the United Typothetæ convention was James A. Bell, of Elkhart, Indiana, who is evidently among the latter class. A successful business man, he is at the same time a dreamer of dreams, which is another way of saying that he possesses that much-desired quality — imagination. But his imagination is under control. While believing in coöperation, he sees it must be developed along different lines in this country and at this time from those followed in Europe. So he has thought out a plan whereby his employees may become coöperators. He touched on the subject at the convention, and as his plan is novel so far as the printing-trade is concerned, THE INLAND PRINTER prevailed on him to explain it in detail. It appears in this issue, and, though the article is longer than we are wont to publish, yet it is worthy the space we give it and the time any reader will devote to a perusal, as it deals with a subject of interest to all, and treats it in a broad-minded, liberal way.

THE WORM TURNED.

He was quite evidently from the country and he was also quite evidently a Yankee, and from behind his bowed spectacles he peered inquisitively at the little oily Jew who occupied the other half of the car-seat with him.

The little Jew looked at him deprecatingly. "Nice day," he began politely.

"You're a Jew, ain't you?" queried the Yankee.

"Yes, sir; I'm a clothing salesman ——" handing him a card.

"But you're a Jew?"

"Yes, yes, I'm a Jew," came the answer.

"Well," continued the Yankee, "I'm a Yankee, and in the little village in Maine where I come from I'm proud to say there ain't a Jew."

"Dot's why it's a village," replied the little Jew, quietly. — *Everybody's.*



"MULTUM IN PARVO."

THE AD-WRITER: "Yes, yes — two typewritten pages. You can set it as marked: in two inches, single column, with plenty of white space at top and bottom. Any good, clear body letter will do. Use your own judgment."

Drawn by John T. Nolf, printer.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THE late Mr. James Robertson Blackie, a prominent Glasgow publisher, left an estate valued at £86,555 ($421,090).

THE reported claim that food could be advantageously cooked in paper bags (of a special sort) has aroused interest in the paper trade.

A BOOKBINDER in Glasgow recently lost eight fingers, these being cut off through an accidental movement of the knife of a paper-cutter he was operating.

THE Oxford University Printing Office has bought Falcon Square Chapel, in London, which will be torn down and replaced by a modern business house. The holding of services in this ancient chapel was given up six years ago.

DESPITE the London shorter work-day agitation and strike, the purveyors of printing machinery and supplies seem to fare well, all being well supplied with orders. Including the typefounders and paper and ink dealers, all expect a lively fall trade.

DURING the strike of the freight-handlers on the railways the London *Evening Times* had its daily supply of paper, twelve rolls, transmitted from the factory at Sittingbourne, fifty miles distant, by means of auto trucks, which covered the journey in three hours.

IT is reported that the past summer season showed much improvement over former summers for employees in the provinces, due to the fact that so many compositors were attracted to London to take work as strike-breakers that the usual surplus of men was wiped out in many towns and cities.

THE winter session of the typography classes at the Aldenham Institute, Goldington Crescent, Pancras road, London, was opened on the evening of September 19. On September 18 the classes for printers at the Camberwell School of Arts and Crafts, Peckham road, were also opened for the winter session.

THE Monotype compositors in a large Edinburgh office recently asked for an increase to 36 shillings ($9) in their weekly wage. In answer the firm offered to pay by a piece scale, which would enable them to earn more. The printers' union, however, would not sanction the change, as its present endeavor is to abolish all piece work on typesetting machines.

THE street sellers and newsboys handling the three evening papers of Dublin — the *Telegraph*, *Mail* and *Herald* — recently struck for a reduction of the wholesale price of these papers, which is 8 cents a dozen. The selling price is a half-penny each, or 12 cents a dozen, and the profit was deemed insufficient. However, by standing together the publishers broke the strike, and prices remain as before.

AN international conference on simplified spelling, lasting nine days, was opened September 4, in University College, London. The members taking part therein were Prof. James E. Bright, of Johns Hopkins University; Prof. E. R. Edwards, University of Paris; Prof. Charles H. Grandgent, Harvard University; Prof. George Hempl, Leland Stanford University; Prof. H. Stanley Jevons, University College of Cardiff; Prof. Daniel Jones, University College of London; Prof. Brander Matthews, Columbia University; Prof. Gilbert Murray, University of Oxford; Prof. Walter Rippmann and Prof. Calvin Thomas, Columbia University. Mr. William Archer, secretary of the British Simplified Spelling Society, whose offices are at 44 Great Russell Square, London, acted as secretary of the conference. A full report of the deliberations and recommendations has not yet been issued. As showing the opinions of prominent college men on the subject of simplified spelling, it will be received with much interest by printerdom. To Britishers the most interesting personality attending the conference was Prof. Brander Matthews, whose writings on language and dramatic literature are much appreciated in England. Prof. Matthews made it clear at the outset that it was not the object to endeavor to introduce an extreme phonetic change to the extent of providing one symbol for every sound, and one sound for every symbol. Simplified spelling, he said, is nothing new. Its main contention is the knocking out of superfluous letters. Most of the living linguistic authorities believed that something ought to be done along the lines of simplified spelling, and the movement has the support of Ambassador James Bryce and W. D. Howells, as well as of the editors of the Oxford, Century, Standard and Webster dictionaries.

GERMANY.

A WRITER for the *Umschau* has calculated that for the production of the one billion six hundred million post-cards mailed annually in Germany about six hundred carloads of cardboard are required.

THE value of the exports of paper and pasteboard from Germany during the first six months of this year was 126,290,000 marks ($30,030,020), as against 121,210,000 marks ($28,847,980) during the same period of last year.

RECENTLY Herr Michael Seitz, formerly a compositor but now an aviator, made a successful flight in an improved aeroplane of his own construction, at Hanau a. M. He had with him a passenger and rose to a height of three hundred meters.

FOR the German printer the "time of sour pickles," as he terms it, is the summer season, when trade is slack and the out-of-work list assumes its greatest proportions. It is to be noted, from general reports of the condition of the trade, that the past summer season was appreciably "sourer" than usual.

IT is reported that within the next two years another conference of competent scholars will be held, to determine upon further simplifications in German orthography. The elimination of letters which indicate length of sound, as the *e* in *ie*, will be considered, as will also be the throwing out of non-German letters, such as *c*, *q*, *v*, *x*, *y*.

THE German postoffice department now furnishes 3, 5 and 10 pfennig stamps in rolls containing one thousand stamps, a machine having been constructed for printing them on paper strips of the necessary length. The larger denominations, being in two colors, for which the machine is not adapted, are sold in rolls of five hundred stamps, the rolls being made up of short strips pasted together.

AN explosion occurred early in September in the office of Ihring & Fahrenholz, at Berlin, when one man was killed and another seriously injured, and a fireman received a number of burns while assisting at putting out the subsequent fire. The two men were cleaning plates with a turpentine preparation, and smoking cigarettes while so engaged, to which no doubt the disaster was due.

NO COUNT had been made in seventy years of the contents of the Royal State Library of Bavaria, at Munich. The work was undertaken this year, and shows that among its 1,150,000 volumes there are some 14,000 incunabula. This second largest library of Germany may, therefore, be

regarded as standing at the head of all libraries in respect to the ownership of early printed books (before 1500). The Royal Library at Berlin, the largest German library, has but 5,500 incunabula. The Munich library contains 49,100 manuscripts, also 4,965 works in its collection of Chinese literature.

To TEST the value of the aeroplane as an aid in the distribution of newspapers, a flight was made with the airship Hoffmann, from Berlin to Frankfurt a. Oder, starting at 4:28 A.M. on August 19. The aviator took a bundle of Berlin morning papers, which he delivered at their destination in 38 minutes and 52 seconds, or one hour sooner than they could be brought by railway. The speed attained was 113 kilometers per hour.

THE Supreme Court of the United States has recently decided a case of much importance to German graphic circles. The Photographische Gessellschaft, of Berlin, entered suit against the American Lithographic Company, because the latter, without permission, copied a picture for which the Berlin concern had copyright in the United States. It had been used extensively on work printed for a leading American tobacco manufacturing concern. A verdict for $10,000, with six per cent interest, in favor of the plaintiff, was entered. The costs of the suit amount to about $37,000.

To SATISFY himself as to the preference among German printers and publishers between the *Fraktur* (German) and *Antiqua* (Roman) types, an interested correspondent made a count of the volumes displayed at the recent annual book exposition in the German Book Trades Museum in Leipsic. Excluding serial and collective editions, there were nearly one thousand volumes, of which 705 were printed in *Fraktur*, 158 in *Schwabacher* (a variant of *Fraktur*, sometimes viewed as "old-style *Fraktur*") and similar faces, and 125 in *Antiqua*. There appeared to be a great preference for the wide varieties of these faces, as against the lean or condensed styles.

A PECULIAR case, showing the importance of paying attention to all printed matter received by mail, was recently decided in a German court. A paper-goods manufacturer had received, under sealed cover, from an attorney handling a bankruptcy case, a printed notice that the latter would take it for granted that the manufacturer — one of the creditors — was satisfied with the disposition of the assets and the percentage that was available for distribution among creditors. The paper-goods manufacturer does not, as a fact, know that he did receive the notice; he knows, however, that he did not read it. In a suit later on to secure a different disposition of assets, he was asked, while on the witness stand, to declare that he had the notice in his hands. He objected to the form of the declaration, on the ground that it often happened that printed matter was thrown in the waste-basket without being read. He was, however, ready to swear that he had known nothing of the contents of the document in question. The court ruled that the declaration as amended was not admissible, and as the manufacturer could not answer the question as given he lost his suit.

ACCORDING to a correspondent of the *Papierzeitung*, it is a fact not generally known that the wetting of paper increases its temperature, ordinarily from 8° to 18° F., which can be demonstrated by placing a suitable thermometer in the paper pile. Within thirty minutes after wetting the paper the maximum of temperature increase is reached. Within twenty-four hours the paper loses this increase and has again the temperature of the surrounding air in the room. In the correspondent's experiments the temperature of the water used ranged from 54° in winter to 68° in summer, while the temperature of the paper, or rather the air surrounding it, ranged from 64° to 68°; after wetting, the thermometer showed the temperature of the paper to be from 77° to 86°, in some cases 95° to 100°. These observations apply to paper dampened shortly after its manufacture. Paper which laid in store some weeks before being dampened showed but small increase, if any, in warmth. As a general rule, strong papers gained more heat than weak ones. Noteworthy is the quick appearance of the increased temperature and its relatively fast departure. The development of heat seems to aid in the equal distribution of the dampness throughout the paper.

THE tenth annual report of the Gutenberg Gessellschaft (Association), which has its headquarters, library and museum at Mayence, has just come to hand. It shows the cash assets of the association to be 22,478.69 marks ($5,050). Its library during the past year received numerous donations, including a collection made by Herr Jacques Rosenthal, of Munich, of fifty-nine portraits of Gutenberg, one being an oil painting on wood and the others engravings. This association's membership extends all over the world. In the published list we note the following in the United States: W. S. Biscoe, librarian of the State Library, Albany, N. Y.; Indiana University Library, Bloomington, Ind.; Public Library, Boston, Mass.; Public Library, Brooklyn, N. Y.; Harvard University, Cambridge, Mass.; Chicago Public Library, R. R. Donnelley & Sons Company, John Crerar Library, Aksel G. S. Josephson, Newberry Library and Tobias Rubovits, Chicago, Ill.; Public Library, Cincinnati, Ohio; Gustav Meyer, Cleveland, Ohio; George W. Harris, librarian of Cornell University Library, Ithaca, N. Y.; University of Wisconsin, Madison, Wis.; Wesleyan University Library, Middletown, Conn.; Free Public Library, Newark, N. J.; Yale University, New Haven, Conn.; William Beer, librarian of Howard Memorial Library, New Orleans, La.; Columbia University Library, Grolier Club, New York Public Library, and Mrs. Anna Woerishofer, New York city; Azariah S. Root, of Oberlin College, Oberlin, Ohio; Herbert Putnam, Librarian of Congress, Washington, D. C.; Williams College, Williamstown, Mass.

FRANCE.

M. DUPRE, director of the French national printing-office, has retired. His successor is M. Louis Ricaud, an engineer, who until recently was a first-class inspector of state manufactures.

THE *Figaro*, of Paris, recently issued a special number devoted to describing the beauties and attractions of Vienna, because of which the Austrian city granted the publishers a subvention of 3,000 francs ($600).

M. JAGER-SCHMIDT, a member of the staff of the *Excelsior*, a Parisian newspaper, left the city on July 17 last, to make a journey around the world in the shortest possible time. He returned on August 26, having consumed 39 days, 19 hours, 43 minutes and 37.8 seconds in making the trip, this record being less than half that of Jules Verne's hero in "Around the World in Eighty Days."

ACCORDING to statistics issued by the International Bibliographic Institute, France stands at the head in the latest record of journals issued in European countries, this being as follows: France, 8,940; Germany, 8,050; England, 4,329; Italy, 3,068; Belgium, 2,023; Russia, 1,661; Netherlands, 1,402; Spain, 1,350; Switzerland, 1,332. In the other European countries the figures range from 753 (Sweden) to 10 (Bosnia). The first periodical published is

stated to have been the *Nieuve Tydinghen*, which appeared in 1605 in Antwerp. Up to 1800 the periodical press existed mainly in France, Germany, England and the United States. It is interesting to note its growth by comparing the figures as given for France: 1640, 1; 1780, 24; 1790, 350; 1826, 490; 1866, 1,640; 1872, 2,024; 1892, 5,600; 1898, 6,417; 1904, 8,270; 1908, 8,940.

JULES JANIN, called the "prince of critics," has recently been honored in Paris by the placing of a memorial tablet on the house in which he resided many years in the city. This much-feared critic had an atrocious, almost undecipherable handwriting, by reason of which he had as much renown in the composing-room as in the world of literature and theatrics. The manuscript he sent to the printers was for ordinary mortals as intelligible as Egyptian hieroglyphics or Assyrian cuneiforms. In the office of the *Journal des Debats*, of whose staff he was a member, there were two compositors who, after years of painful study of the mysteries of his penmanship, had become so adept that they could easily read it. If he contributed to some other paper, however, he had to dictate to his wife, who would write out his articles in her more clear and "humane" penmanship. *Gil Blas* tells that Janin once wrote a letter to a colleague, who, after much study of it, finally ascertained who its sender was. As he could not decipher what the communication was about, he hired a conveyance and hurried to Janin's house. "Ah," said Janin, "it is you! You have then read my letter?" "Pardon," replied the friend, "I have only received it and now come to have you read it to me." Janin looked at him with a perturbed eye and sighed, "I will try it."

AUSTRIA.

THE Austrian government printing-office, at Vienna, recently put in its first instalment of Monotype machines, consisting of six keyboards and four casters.

THE *Oestreichisch-Ungarische Buchdrucker-Zeitung* thus describes the method of sending pictures by telegraphy, recently invented by Herr Ludwig Tschörner, an instructor in the Vienna Royal Academy of Graphic Research and Instruction: "In this process a photograph is made over into a half-tone, whose dots and lines are automatically transmitted — from sending to receiving apparatus — as impulses of various lengths of the electric current. On the sensitized surface of the receiving plate these impulses produce corresponding actinic effects, which after proper treatment in a developing bath reproduce the picture in the same half-tone form. This telegraphed half-tone may by usual methods be made either a positive or a negative. In the latter case it can be copied directly upon a sensitized metal plate (copper or zinc), this to be etched and used for direct printing in newspapers, magazines, etc. Pictures may be sent any distance and by any ordinary telegraph, telephone or cable line, as well as by iron wire; also by wireless transmission."

SOUTH AFRICA.

A STRIKE of printers at Cape Town, which at last accounts was still on, was begun in May last. It appears that printers' wages are about twenty-five per cent lower in Cape Town than in any of the other prominent cities of the country, and from thirty to thirty-five per cent lower than in the Transvaal. Hence, a movement for an increase seems reasonable. As evidence bearing on the situation a portion of a circular issued by the Cape Town Chamber of Commerce may be cited: "It is also unquestionable that much printing being done elsewhere in South Africa could be carried out more economically and consequently at less cost to customers, if orders were placed in Cape Town." Incidental to the movement for higher wages, the compositors complain that the printing-offices connected with the Salvation Army and the Seventh-Day Adventists came to the aid of a daily whose men had struck. Praise, on the other hand, is given to Father Tozzi, of the Salesian Institute, because he refused to allow his students to be used as strike-breakers; also to the management of Lovedale College, where Kaffirs are taught typography, because it would not permit these to be exploited by the master printers in the latter's extremity.

BOHEMIA.

A BOOK-DEALER at Karlsbad, Herr Hans Feller, has set in motion a propaganda having for its end the installation of a twenty-four-hour daily time division in this country. The railway commission has already assented to its adoption for time-tables, after the example of Italian railways (which have had the system in use a number of years), and now letters of inquiry will be sent to the various chambers of commerce to learn if the system may not be introduced in all branches of commercial and public activity. In this connection it is to be noted that Herr J. C. Barolin has seriously made the suggestion that the day be divided decimally into one hundred hours, which might be considered in decimal-minded France, but not elsewhere.

HUNGARY.

THE postoffice department will issue a new series of stamps at the beginning of next year.

A PRINTING-OFFICE at Debrezin on September 13 last celebrated the three hundred and fiftieth year of its existence.

THE "dead" season in the printing business came in much later this summer and was of shorter duration than usual. The large houses are well supplied with work and the smaller ones have no cause to complain over business, though the establishment of new concerns adds to the strenuosity of competition.

BULGARIA.

Under the presidency of the Royal Minister of Commerce and Agriculture, there will be opened at Sofia, the Bulgarian capital, on June 1, 1912, an international exhibition, embracing all products of industry, commerce, agriculture, arts, instruction, hygiene, alimentation and sports. The enterprise is being encouraged and protected by the municipality and by the Chamber of Commerce and Industry of Sofia. The exhibition will continue until September 13. Full particulars may be had by addressing the Organization Committee of the International Exhibition, 1912, No. 5 Alexander Place, Sofia, Bulgaria.

SWEDEN.

THE sick and burial fund of the Swedish Typographic Association, composed of seventy local unions, paid out last year 52,935 crowns ($14,186) in benefits. As its income was but 51,229 crowns ($13,729), it suffered a loss of 1,706 crowns ($457), a result due to the large decrease of work in the trade.

ITALY.

LAST year there were sixty-six strikes in the Italian printing and paper industries, affecting in all 3,075 workpeople.

Written for THE INLAND PRINTER.

GRAMMAR AND PROOFREADING.

NO. V.— BY F. HORACE TEALL.

IN considering sentences we have said very little of their construction, for the reason that practically all that is needed must be incidental to our remarks about individual words. Our aim is to discuss the proofreader's practical use of grammatical knowledge in doing his work, not to write a treatise on grammar. Hence it is assumed that our readers know as well as the writer does that sentences are composed of phrases and clauses, and that these elements have various names, as independent clauses, subordinate clauses, etc. Another reason is potent in favor of the abstention here. It is almost never necessary to use any nomenclature for parts of sentences in proofreading, other than that of the parts of speech and their relationships as words. And all this might well have been left unsaid here except to lead up to something very important. While a proofreader may have little occasion to use any grammatical nomenclature in connection with his work, he can not know too much of it and its significance. For first-class equipment as a proofreader includes almost automatic recognition of the propriety or impropriety of each sentence as written, so that he may correct it if it is not right. He can get such mastery of grammar only by special study.

Various circumstances demand a digression here, or some remarks that may seem digressive. Much proofreading work is of a nature that makes almost no call for knowledge of grammar, and many proofreaders who know very little grammar are successful within a certain limited range. It need not be specified, save for possible value as a reminder, that when the reader is told and expected to follow copy literally his whole duty is properly confined to mere imitation or reproduction. Such literal imitation is not the light and easy task that it is often held to be, though it does not call for the same intellectuality that is necessary when the reader is expected to check and correct the author's work as well as the compositor's. But even in the highest range of proofreading the mere drudgery, the verification and correction of spelling, punctuation, etc., is the most important part of the work. Many good proofreaders will impulsively dissent to this assertion on first reading it, but every one must eventually concede that it is at least very nearly true.

Almost every piece of work that a reader does, except where nothing is wanted but literal copy-following, presents occasion for the use of knowledge of facts, simply as facts, as that of names, for instance. Newspaper proofreaders especially, but others also, can not know too many of the names of contemporary people frequently mentioned in print, and not only these, but historical, fictional, geographical, mythological, and other names — in fact, no proofreader can have too much real knowledge of any kind. But even more valuable is the ability to use such knowledge with discrimination, and especially in a helpful and courteous spirit, and without a taint of presumption or undue persistency.

A while ago mention was made in a prominent publication of Assemblyman Amos Cummings, although the man named should have been sufficiently known to every union printer for even the compositor to know that Assemblyman was wrong. Amos Cummings was nearly famous in his time as merely one of the many "swifts" who set type on the New York *Tribune*, well known later as a reporter on that paper, and better known still later as an editor on the New York *Sun*, but became really famous among printers when he left his *Sun* position and went to Washington as a Congressman. His Congress membership was the only political position he ever held, and he grew in it wonderfully; but he never outgrew his close personal interest in printers' unions and particularly in union printers. Any good proofreader should have corrected Assemblyman to Congressman in this instance.

A newspaper recently printed part of an article from a magazine and credited it to Benton J. Hendrick, a mistake for Burton J. Hendrick. Probably Burton was written so that it looked more like Benton, and if so the reader could hardly be blamed for the error. But the name is one that might well be sufficiently known to newspaper proofreaders to insure its correction by them. Proofreaders are not the only ones to blame for errors in print. Writers are not nearly as careful as they should be.

Now this paper has been filled with stuff that is not even incidental to its proper subject, grammar. The only excuse that can be offered is the value of constant reminders of the necessity of eternal vigilance. Errors of the kind noted occur in print every day, always have been frequent, and always will be frequent. Everybody that sees one is prone to attribute blame to the proofreader only; but a fair share of the blame properly belongs to the writers who will not be careful to write plainly.

Writers are blamable for much bad grammar that is printed also. In fact, it is no news that proofreaders have often tried to make corrections, and have not been allowed to do so, just because the writers had false ideas of correctness. Such being the fact, the right to hold proofreaders generally responsible for grammar is restricted to the simplest cases of unmistakable use. Circumstances are so variable that it is impossible to indicate limitations that will fit all cases. The most that seems fitting to say is that all proofreaders should correct grammar that is unquestionably bad, such as "I didn't do nothing" when it means "I did nothing." When there is a conflict of authority or usage, even the most accomplished proofreader should not make a correction until he knows whether it will be acceptable, unless he is specially authorized in general. We must leave the details of grammar for later papers.

ROUTING LETTERS TO CHINA.

The effort to increase trade in American goods in China is subject to a heavy handicap, because of the long time required for correspondence. A British, German, or French firm sends its letters by the Siberian Railway. It takes but fifteen days for a letter from London to reach Tientsin, or vice versa.

A letter from Tientsin to eastern cities of the United States should go through in twenty-one to twenty-three days, via Siberia, while it takes over a month in transit if sent across the Pacific. The Americans in Tientsin are using every effort to have their commercial correspondents in the United States address their letters so that they will come eastward across the Atlantic and thence by Siberia.

This consulate general has had a large number of "sticker" labels printed for its correspondence. These read "Via New York city, Europe, and Siberia," in large red type. It is suggested that American firms use such labels on all their Chinese letters, and, as a further precaution, call at the postoffice in person with the letters and make a personal request to have them routed across the Atlantic.— *Consul-General Samuel S. Knabenshue, Tientsin.*

Written for THE INLAND PRINTER.

THE TYPOGRAPHY OF ADVERTISEMENTS.*

NO. X.— BY F. J. TREZISE.

HOW TO SET THE ADVERTISEMENT.

After having discussed the various points of design, etc., which have a direct bearing upon the advertisement, it is well to take up the question of the actual mechanical work, following the advertisement through its various processes from copy to proof.

The copy given to the compositor is usually typewritten, with the portions to be displayed indicated. When this has not been done, the compositor must select his own display, keeping in mind the points previously discussed regarding this particular.

With the display selected, the next question is to determine the arrangement of the advertisement. This may be done by making a sketch after the manner previously described, although where the display consists of but a heading, a subheading or two and the signature, a sketch may be unnecessary.

Next comes the question of type, and with our admitted preference for the lighter faces, we will usually select a plain old-style roman.

Then comes the question of borders. If the advertisement is to be printed on a page with other advertisements, it is desirable that the border shall be selected with a view to its being in harmony with the other borders on the page. In fact, where magazine pages are composed of quarter or eighth-page advertisements, it is much better, for the sake of a pleasing uniformity, that each of the advertisements

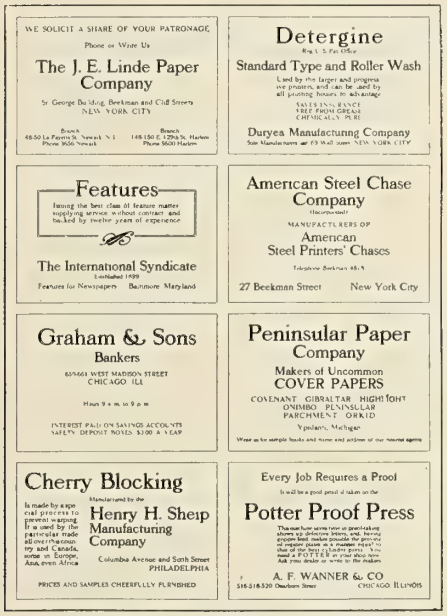


FIG. 60.— Where a page contains several small advertisements, the use of uniform borders is desirable.

be surrounded by the same kind of border. The advantages to be gained by such an arrangement are well illustrated in Fig. 60. Here the uniform borders of plain light rule, assisted appreciably by the use of but one series of type, furnish an extremely pleasing page. If more decoration or variety is desired in the borders for certain of the advertisements, it may be secured by the use of an additional border inside of the one which surrounds the advertisement, as shown in Fig. 61. But the keeping of the outer borders — the ones which define the boundaries of the advertisements — uniform throughout the page will always give good results.

With the questions of type and border disposed of, our next consideration is the actual setting of the advertisement. One may go about this in two ways — he may either set the display lines first, filling in with the solid matter later, in whatever size of type it will require, or he may set

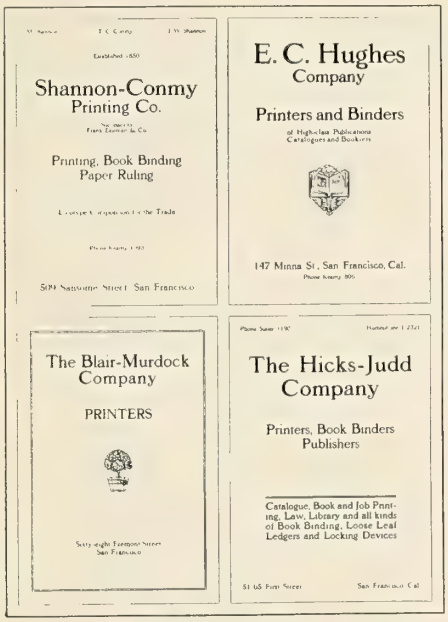


FIG. 61.— If added decoration or variety is desired in the borders for certain of the advertisements, it may be secured by the use of an additional border inside of the one which surrounds the advertisement.

the solid matter first and then regulate his display according to the amount of space which he has left. Both methods have their desirable features, although one can not slavishly follow either on all occasions. Sometimes one system is the better, sometimes the other — depending upon the nature of the copy — and the compositor must learn which to choose. We must bear in mind, however, that a good, strong heading is always desirable, and for this reason it is usually better to set that first, letting it govern to a certain extent the nature of the balance of the advertisement.

The heading may be set in all capitals, or capitals and lower-case. While the lower-case unquestionably is easier to read than are the capitals, still it is usually better to sacrifice a trifle in the legibility for the sake of getting better design, especially as the headings are usually short and therefore not hard to read. The line of capitals often gives a sort of dignity to the top of the advertisement, which is lacking when lower-case is used.

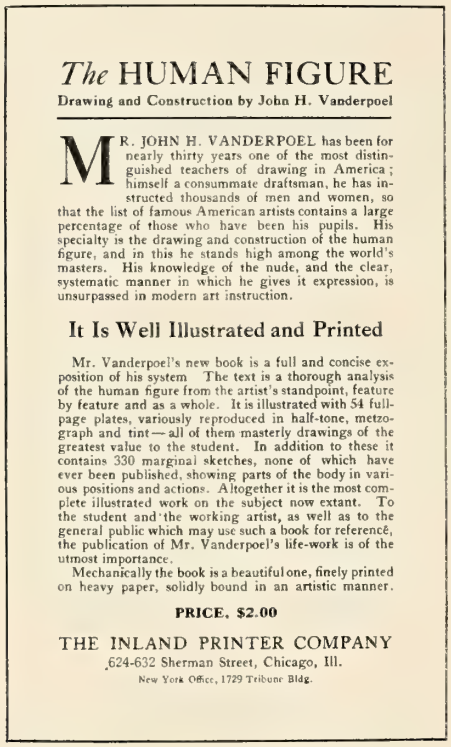
And so for the headings we use either capitals or lower-case, depending upon which fills the line or lines most acceptably, keeping in mind the previous statement that in most cases the line or lines at the top of the advertisement should be of full measure.

It might not be amiss in this connection to record a personal objection — perhaps a prejudice — against the use of italic, especially capitals, for the first line of an advertise-

* "The Typography of Advertisements," revised and enlarged, is now in press and will shortly be issued in book form, printed in two colors and artistically bound. Advance orders are being taken by The Inland Printer Company at $2 the copy.

ment, where said first line fills the measure. It always seems to spoil the symmetrical arrangement of the design, and — if one may be permitted to draw an analogy between the architectural design of a building and the typographical design of an advertisement — looks not unlike a building with the upper story knocked askew.

In setting advertisements the compositor should always avoid display lines which are almost, but not quite, of the full measure. If a line is a trifle short it is much better, in the interests of good design, to letter-space it to the full


The HUMAN FIGURE

Drawing and Construction by John H. Vanderpoel

MR. JOHN H. VANDERPOEL has been for nearly thirty years one of the most distinguished teachers of drawing in America; himself a consummate draftsman, he has instructed thousands of men and women, so that the list of famous American artists contains a large percentage of those who have been his pupils. His specialty is the drawing and construction of the human figure, and in this he stands high among the world's masters. His knowledge of the nude, and the clear, systematic manner in which he gives it expression, is unsurpassed in modern art instruction.

It Is Well Illustrated and Printed

Mr. Vanderpoel's new book is a full and concise exposition of his system The text is a thorough analysis of the human figure from the artist's standpoint, feature by feature and as a whole. It is illustrated with 54 full-page plates, variously reproduced in half-tone, metzograph and tint — all of them masterly drawings of the greatest value to the student. In addition to these it contains 330 marginal sketches, none of which have ever been published, showing parts of the body in various positions and actions. Altogether it is the most complete illustrated work on the subject now extant. To the student and the working artist, as well as to the general public which may use such a book for reference, the publication of Mr. Vanderpoel's life-work is of the utmost importance.

Mechanically the book is a beautiful one, finely printed on heavy paper, solidly bound in an artistic manner.

PRICE, $2.00

THE INLAND PRINTER COMPANY

624-632 Sherman Street, Chicago, Ill.

New York Office, 1729 Tribune Bldg.

FIG. 62.— The subheading, which almost, but not quite, fills the line is not as pleasing as that shown in Fig. 63.

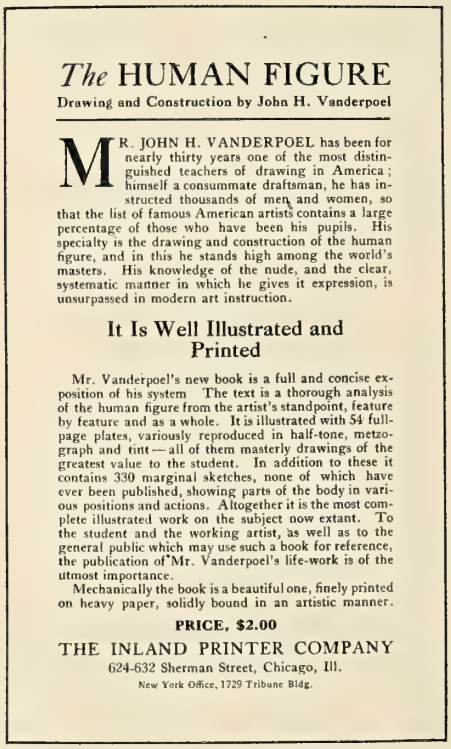
width. This is especially true of subheadings, and one usually finds that where a subheading is just a little short of the full measure, and letter-spacing is undesirable, the running of the heading in two short lines — always having the upper one the longer, however — will give a much better effect. This is illustrated in Figs. 62 and 63. In the former the subheading is not pleasing, while in the latter it is very satisfactory. One might go even a little further in this question of subheadings, and state that, even though the line is full, it usually will be found better to break it up into two lines. In doing this, however, one must always be careful to avoid breaking up the wording in such manner that it destroys the proper meaning of the sentence.

After arranging the heading satisfactorily, one must decide upon what size of type he will use for the body matter. This, in the ordinary advertisement, is easily done by setting up a line or two in the size which one thinks will answer, counting the words in the line and comparing them with the number of words in the copy. Thus, if we find that lines set in twelve-point type will average eight words, and there are one hundred and sixty words in the copy, we know that we must allow at least twenty picas of space for the solid matter. It is always better to be liberal about this allowance, as it is much easier to space out an advertisement than it is to space it back — and not infrequently one finds it impossible to get in all of the display after the solid matter has been set.

Where one has miscalculated the space required for the matter, and finds that he can not get all of the copy in, it is sometimes permissible to use a smaller size of type for the last lines of the text-matter, as is shown in Fig. 64. This is not considered objectionable — in fact, some advertisers prefer the copy handled that way, as it gives them the opportunity of commencing the " talk " with the larger and more easily read type. Sometimes three, and even four, sizes are used, commencing perhaps with fourteen-point and dropping to twelve-point, then to ten-point and finally winding up with the last few lines in eight-point.

The display matter at the bottom of the advertisement usually consists of the name, address, etc., of the advertiser, and the compositor generally looks upon this bit of display as an opportunity to " even up things." If his advertisement is crowded, he condenses this matter at the bottom; if he has plenty of space, he spreads it out — and he is thankful more times than he would care to admit, perhaps, for this opportunity of covering up, by this display at the bottom, his errors of judgment.

The printer should always be careful that the proof of the advertisement is a good one — as good as he can make it. Many an advertisement which looks altogether undesirable when poorly proved on inferior paper will be very


The HUMAN FIGURE

Drawing and Construction by John H. Vanderpoel

MR. JOHN H. VANDERPOEL has been for nearly thirty years one of the most distinguished teachers of drawing in America; himself a consummate draftsman, he has instructed thousands of men and women, so that the list of famous American artists contains a large percentage of those who have been his pupils. His specialty is the drawing and construction of the human figure, and in this he stands high among the world's masters. His knowledge of the nude, and the clear, systematic manner in which he gives it expression, is unsurpassed in modern art instruction.

It Is Well Illustrated and Printed

Mr. Vanderpoel's new book is a full and concise exposition of his system The text is a thorough analysis of the human figure from the artist's standpoint, feature by feature and as a whole. It is illustrated with 54 full-page plates, variously reproduced in half-tone, metzograph and tint — all of them masterly drawings of the greatest value to the student. In addition to these it contains 330 marginal sketches, none of which have ever been published, showing parts of the body in various positions and actions. Altogether it is the most complete illustrated work on the subject now extant. To the student and the working artist, as well as to the general public which may use such a book for reference, the publication of Mr. Vanderpoel's life-work is of the utmost importance.

Mechanically the book is a beautiful one, finely printed on heavy paper, solidly bound in an artistic manner.

PRICE, $2.00

THE INLAND PRINTER COMPANY

624-632 Sherman Street, Chicago, Ill.

New York Office, 1729 Tribune Bldg.

FIG. 63.— A more satisfactory arrangement of the subheading than that shown in Fig. 62.

acceptable if the proof is carefully pulled on good stock. The advertiser may not be able to imagine, from a rough proof, just how the advertisement will look when printed, and to present it to him in attractive form in the proof is to increase the probabilities of an O. K. without any changes. If the advertisement is to be run in colors, the submitting of a proof in colors is desirable. With ordinary advertisements, the pulling of a proof in colors is not at all difficult. Perhaps the easiest way is as follows: Supposing that the advertisement is to be printed in red and

black, with one line in red, we would ink the whole form with black, carefully wipe the ink from the line to be printed in red, and then ink that line in red, using a small piece of roller which may be kept on hand for that particular purpose.

The possibilities of color in advertising are as yet practically untried, although it has been demonstrated that illustrations printed in colors which show the prospective buyer just what is the appearance of the article advertised will attract infinitely more attention than the illustrations printed in black. As an evidence of this, a catalogue of rugs, issued by a department store, will suffice. Illustrations of some forty rugs were shown, four of them being in colors, and the orders for these four rugs outnumbered the orders for all the others ten to one.

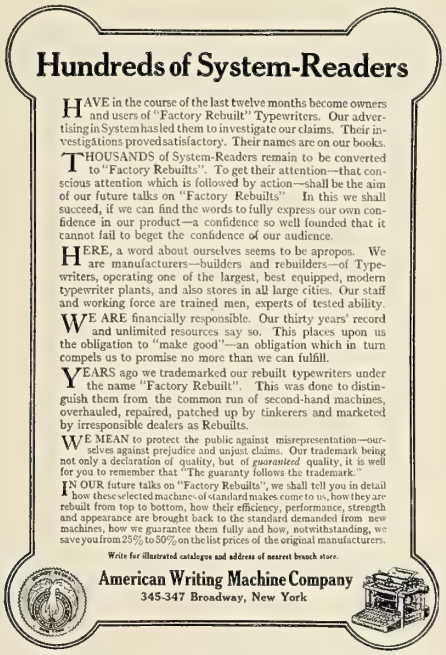


FIG. 64.—The use of a smaller size of type for the last lines of the group of body matter is not only permissible, but at times desirable.

* * *

And so, in our discussion of the typography of advertisements, we come to the position that if our design is to be pleasing it must conform to basic principles. As stated previously, the psychologists who have turned their attention to the study of advertising lay great stress upon the effect of the *design* upon the mind. True, they do not minimize the importance of the words, but the first impression — the basis from which they must start in their deductions — is created by the design.

No one will question the fact that a painting, a building, a piece of furniture or decorative work of any nature, must, if it is to please the eye, conform to certain principles of design. When we look at it, we like it or we don't like it, and whether it pleases us or otherwise depends largely upon how closely it follows in its form the principles which we have been taught to look for and admire in other things.

And if this be true of these other things, it is just as true of typographical design. The advertisement which will attract the attention at first glance, and hold it — which will please the eye — is, logically, the one which has been arranged in conformity to basic principles, and is simple, well proportioned and harmonious, both in shape and tone, in its treatment.

Type display may be likened in a measure to music. One does not feel that noise is necessarily music, or that good music depends upon much noise.

Advertisements may, and do, vary as much as do salesmen.

We find among the latter the loud, bombastic variety, literally bullying the prospective customer into making a purchase.

And we find also the refined, quiet-mannered salesman — keenly alert in the selling of goods, but having at the same time a persuasiveness tempered with a wholesome regard for our finer feelings.

The one salesman shouts, "You want this"; the other says, "May I suggest" —— and you and I would rather, much rather, deal with the latter.

Just so with advertisements. Some of them are clamoring display, offensive to good taste, while others — the good kind — have the charm and elegance that are synonymous with the highest efficiency in salesmanship.

(Concluded.)

GUTENBERG'S PRINCIPAL PRODUCTIONS.

Based upon late researches, it is believed that the following works were produced by Gutenberg himself: (1) "*Donata*"; (2) Letters of indulgence; (3) "*Mahnung der Christenheit wider die Türken*" ("Warning Christians Against the Turks"); (4) The forty-two-line Bible; (5) The thirty-six-line Bible; (6) The "*Katholikon.*" In addition, a recently discovered work, the "*Missale Speciale,*" is ascribed to Gutenberg. Under "*Donata*" are understood the excerpts from the Latin grammar of Donatus, which were introduced in medieval schools. The work given above as No. 3, a plea to Christendom to go into the field against the Turks, is printed on nine pages of a quarto format. The unknown author closes it with "*Eyn gut selig nuwe Jahr*" (1455), and it is probable that this is the earliest printed New Year's greeting. The principal works of Gutenberg are, of course, his Bibles, which, however, are without dates. The oldest, the forty-two-line, was produced in the years 1453-1456. It consists of two folio volumes, having together 1,282 double-column pages. Part of the edition was printed on parchment. Of this there are still existing ten known copies; of the paper edition twenty-one copies are to be found in various German and foreign libraries. Each of these incunabula at present represents a value of from $20,000 to $50,000. Of the thirty-six-line Bible (a reprint of the forty-two-line edition), which has 1,762 double-column pages, there are still nine copies in existence, though some of these are in an imperfect condition. Of the "*Katholikon,*" the last large work of the master himself, finished in 1460, there still exist twenty-five copies, including a number printed on parchment. This folio, a Latin wordbook and grammar, by the Dominican Johannes Balbus, of Genoa, contains 373 closely printed, mostly sixty-six-line, leaves.

PETER, THE YOUNGER.

Boatman — "Peter an' me'll not be able to take ye out fishin' to-night, ma'am; but Peter's nephew will be afther takin' ye av ye like!"

Lady — "Well, I hope Peter's nephew is cleaner than Peter is."

Boatman — "He is, ma'am; he's younger." — *Punch.*

Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

AN UNFORTUNATE UTTERANCE.

To the Editor: BALTIMORE, MD., October 10, 1911.

It is not overestimating the average intelligence of the employees engaged in the printing business when it is prophesied that few of them will accord with or even take too seriously the address made by Frank A. Morrison, secretary of the American Federation of Labor, on Labor Day, at Binghamton.

Few who are serious-minded can read that speech, if it has been correctly reported, without profoundly regretting that the speaker should even nominally be in a position of leadership. When one considers not only the desirability but the actual necessity for enlisting a favorable public sentiment in behalf of any cause involving the welfare of a considerable part of the public, one can but wonder at the woful incompetence of leadership shown in an address that can not fail but have for its result the creation of an attitude of mind on the part of the public antagonistic to the views Mr. Morrison expressed.

Whoever advocates that the employee should always view his employer in the light of an adversary, from whom no friendly overtures in the way of plans for profit-sharing, etc., should be entertained, because forsooth, they proceed from motives of self-interest, will be met with the reflection in the minds of many that, granting the charge of self-interest, it yet remains that the purchasing power of money so paid in addition to a regular salary is not seriously impaired on that account, and is probably more acceptable to self-respecting workmen than would be the case if the same amount were paid under the guise of philanthropy.

Mr. Morrison's address is peculiarly unfortunate in that it bears all the earmarks of being inspired by a self-interest having for its object the stirring up of industrial contention—that his ends are being served only when labor is not peaceably employed. All of which gives rise to the thought, Would it not be better all around if labor organizations would emulate the wisdom shown by the Chinese, in the remuneration of their physicians, by paying their leaders only when the workers are peaceably employed?

ARTHUR K. TAYLOR.

PROGRESSIVE AND AGGRESSIVE PRINTING.

To the Editor: LEAVENWORTH, KAN., October 10, 1911.

It is with pride and pleasure that I take the liberty of writing to you, not because it is a diversion from my other correspondence or a fascination to "tickle the ivories," as the term is often used by our little "Proxide" in the front office, but a true feeling of obligation that I owe (and so must every reader of THE INLAND PRINTER) to you in behalf of the many helps in regard to proper and artistic advertising matter. You are in a position to know, from the numerous and many inquiries and samples submitted from the young and ambitious printers, that it is not the easiest thing in the world to try and reproduce or originate good, substantial advertising matter with a limited equipment of type and machinery; but I have found through the last few years that it does not take the quantity of material or a thousand presses to get results from one's work, if proper time and care are taken in selecting matter that will appeal directly to one's trade. I will submit a few samples of our work here, not because I think they are the proper dope (pardon slang phrase) in typography or presswork, but because they have proven to our customers a constant reminder that we are still in business and looking for our share of the work.

They have proven a success in every way. We have never failed once in getting returns in one way or the other. If it was not directly, it was in a way that led the customer to think that it was time "he" should be doing something to push his name out ahead of the other fellow or reminding his trade that its interest was at stake as well as his own.

Taking these ideas into consideration about advertising—that it doesn't depend upon the quantity of material put out to the trade, but the amount that reaches and appeals to it in the proper manner—the suggestions one finds by reading your magazine and carefully studying the different methods in which they are displayed assists him in compiling and creating new ideas of his own. One does not have to have the same material, type or paper, or reproduce the same job, but by adding a few words or ideas that will show prestige locally he can gain the confidence of his customers by impressing them with the fact that he is out for business and is in a position to boost theirs.

I will admit a fellow will and does get a little discouraged at times when the "mogul" of some of the leading firms comes to you and presents a page of three or four color lithograph work, cut from some swell paper or magazine on heavy enamel or plate paper, and says: "Business is getting a little dull and I want to push some surplus stock out, or I am going to start a bargain sale and there will be a great deal of printing required to clean out my stock, and I want you to figure out how much you can print me one thousand of these (just like copy submitted) and maybe hold the form and give me prices on additional hundreds—and as far as the paper is concerned, put it on news." Three or four colors and on news and the same effect as litho; pretty soft for you when you submit proof. You didn't have the cuts to start with; the paper, I think, isn't just the proper grade, and you haven't the press; and then, when you have spent all your time and energy in "editing" his copy, marking out display lines, balancing up his matter to give proper display and prominence, and

when you are ready to pull the proof and you can hardly wait until you can see some of your wonderful ideas in rule connecting, curved lines and the proper display of "ginger or ornaments," and finally submit it, you have to revise or change the whole matter because there isn't the slightest resemblance to the sample submitted. Of course, you find the same trouble, in all lines of business, but it does seem that in our line we have to use more ingenuity, more physical and mental force, with a touch of artistic talent thrown in, than in any other profession. The only remedy I can find to soothe or ease the tired and wornout mind is "keep on boosting your own business," occasionally invoice the shop and add a few more sorts, together with a little gray matter, and look your customer squarely in the face and tell him if he is looking for good, artistic printing, the kind that will bring results, he will have to stand pat on the price. Tell him your work is not cheap, but worth more than you ask for it.

W. R. CRANDALL,
With the Harmon Printing Company.

[The specimens submitted by our correspondent are striking examples of good letter-head work. Frequently changing the style and general appearance of one's own stationery is good advertising for the printer.— EDITOR.]

THE DEAF PRINTER.

To the Editor: ECKHART MINES, MD., October 2, 1911.

This letter is written with the hope that it may in some respects, if not in many, enlighten the hearing printer, regarding his deaf brothers of the case.

The writer hopes that this letter will help remove the barriers to the employment of deaf printers, too; at least make them easier. Printers do not want to employ deaf printers when they can obtain hearing ones, which is only natural. But why this discrimination against the more unfortunate? The only straightforward answer ever given to this question, in which truth is visible, is "he is deaf!"

Deaf printers as a rule are not very good in their command of English, especially when it comes to carrying on a conversation with pad and pencil. The deaf printer realizes this, and generally prefers to get to work in the beginning, instead of carrying on a conversation, which only endangers his chances of obtaining the position he seeks. Why so? Because most hearing printers are good conversationalists and are generally fair writers. So the employing hearing printer can not understand how a deaf printer, who writes such a jargon of broken-up English, can handle the trade in an intelligent and workmanlike manner. This is where the deaf, especially the deaf printer, is not comprehended. Why such inexcusable ignorance on the part of the hearing printer? His ignorance is no doubt passable, but his discrimination is not.

Deaf printers can not be classed with the female compositors. The deaf generally have served their apprenticeship, and have not stolen the trade like the former. If the employing printer only took this into consideration, he probably would give the deaf applicant a fair trial at the work. The deaf printer on the average, memorizes the essential points of his trade. He has to do this, as a good command of English that he could rely on is denied him. Why? This is one of the most difficult questions to answer. The answer would fill a volume. There is hardly a more perplexing and difficult task, than to give a deaf-mute while at school a good working command of English, as required by most employers. It would be as easy to teach a wooden Indian to talk. So I maintain a deaf printer memorizes his trade, as it is his only recourse. In his ten years or more of apprenticeship under competent instructors he has been well grounded in the use of the punctuation-marks. His memorization of the construction of English and its different forms, and his alert brain tells him what punctuation-mark is required. This sounds kind of unplausible, as most deaf-mute printers are unable to construct a good paragraph of English prose of their own. But, why such a difference? Pray, why does an apple fall? This tact — it probably could be better defined as a knack — comes naturally to the deaf printer, just like the apple falls in nature's course. This knack of the deaf printer, in being able to use the punctuation-mark with as much exactness as a master of rhetoric, is due to his years of concentration on details pertaining to his trade. To make this point more clear, take journeymen of other trades, who can fashion and manufacture artistic conceptions that take rank with the foremost, yet they do not use the tools nor instruments that are generally used by the trade, because they did not understand their use. It is the same with the average deaf-mute printer. He generally does not know how to construct grammatical English in written form himself, but when it is put before him written out he knows how to use the punctuation-marks with exactness, simply from a kind of instinct that comes from concentration, coupled with tact and memorization. So, don't let the deaf-mute's application, made up of a jargon of broken English, deter you from giving him a trial at least. If a foreigner came to you and got you to understand that he could print, you probably would give him a fair trial, just because he is a foreigner and you can not understand his language. I insist that the deaf-mute is a foreigner to the hearing class in this country in almost every respect. He is not comprehended in an intelligent manner by the hearing. This is the deaf-mute's greatest drawback in his fight for advancement and a square deal, and what makes it all the harder is that he is in nowise to blame. Surely the printers, who are considered the most intelligent of any working class, are not going to discriminate because of lack of comprehension?

Before I take up the deaf pressman, a word aside might serve its purpose. Eminent doctors, from research and study, and other philosophers of humanity have proven it to be a fact that if a healthy person loses or is deprived of one or more of his senses, that the physical force originally intended for these lost senses is not wasted, but turns with all its vitality and force to the nourishment of the other sense, and by this readoption, the remaining senses are greatly increased in their different capacities. Examples are unnecessary for the above, as it can easily be discerned and proven.

A deaf-mute, by the loss of hearing and at times of speech, gains in his other senses, especially the senses of feeling and seeing. Did you ever know that it is not necessary to cross the composing-room and touch a deaf printer to gain his attention? All that you need to do is stamp on the floor that he is standing on, or pound on what he is leaning against, and he will instantly "feel you." He really does not hear the sound, because it is impossible for him to do so, as the average deaf person's ear-drums are useless. He feels the noise! Owing to the high tension of his sense of feeling, he is able to do this. This can be easily proven. The deaf printer's seeing is highly developed, like his feeling sense.

Employing printers do not need to fear that if they give a deaf pressman charge of a press, that he is liable to ruin it if anything goes wrong. The deaf pressman is just as liable to know of the accident and as quick to remedy it as a hearing one. He feels, instead of hears, the slightest

jolt or noise that is in any way unusual, and thus stops the press immediately to investigate. His highly developed sight, which generally also serves the purpose of his ears, is much quicker than a hearing person's in catching anything the least particular within visionary range. And as he uses his eyes to guard himself every minute of the day and night, they are always on guard and take in much quicker anything that can be seen, which would not be the case with a hearing printer, who generally lets his ears do the work of his eyes and the latter vice versa. So, if anything went wrong with a press, I maintain that a deaf pressman can see it quicker than a hearing one.

The deaf, especially the printers, have a highly developed instinct, too. This instinct is very useful in a composing-room, when a large press is throbbing with life, and the deaf printer is wanted at the other end of the room. The deaf printer generally has his eyes on the work in hand and can not feel the noise that the hearing printer is making to attract his attention; but most people never make a noise to attract the attention of the deaf, they generally stare and wave their hands. How is it that the deaf printer, in ninety-five cases out of a hundred, generally looks up when a hand is waved at him a couple of times. What is it tells him that he is wanted? It is nothing else than the "deaf man's instinct!" The writer of this article would not believe that he had such a well-developed instinct, but by putting himself to the test more than once, he firmly maintains that the deaf have an instinct all their own.

The writer earnestly hopes that this letter, which is a rather tart but truthful one, in every respect, may serve its purpose — make it easier for the deaf printer to get employment. TOM J. BLAKE.

A CRITICISM OF PRESENT-DAY COMPOSITORS.

A correspondent in the *Publishers' Guide* seems to think that the average compositor of to-day is nothing more than a "blacksmith." In comparing him with the old-time printer, the writer says:

"Another thing I am positive about is that all this carefulness of detail is now a thing entirely belonging to the typo. of the ancient school, both in city and country, because out of every ten compositors nowadays not over one knows how to correctly space an ordinary line of reading-matter type as we had to do it in the ancient days of forty-five and fifty years ago, when every journeyman compositor was expected to set up and distribute one thousand ems an hour from any kind of copy that was not 'edited' as it must be now. If a foreman in those days took the trouble to make corrections in spelling, punctuation, capitalization, etc., the compositor would take it as an insult, to belittle him in the eyes of his fellow workmen.

"How many modern compositors would take the 'pothooks' copy of those days and set up ten thousand ems a day? How many of them would set up in one hour two thousand and more ems of solid nonpariel? Echo answers, 'How many?'

"Look over the files of newspapers of those days and try to find the slightest error in spelling, punctuation, make-up, etc., and yet nine galleys of matter out of ten went to press without one minute having been spent in making corrections. Look at the newspaper of to-day. I send you enclosed a portion of an editorial page, showing such 'make-up,' etc., that I doubt very much whether any ancient 'blacksmith' could be found that could be brazen enough to apply for a sit., who could be guilty of such an abortion. He would have been run into the river with a box of pi as a 'sinker.' There was nothing like it in ancient days, and if the old printers were permitted to look at the work of the modern typos., they would be happy to hasten back into their tombs satisfied with their lot.

"Go into any printing-office to-day and look over the files of the paper that was printed there fifty years ago and compare it, typographically, with the paper printed in the same office by the modern typo. If you do, you will see how much mistaken you have been about the ancients and the moderns in the printing (or typesetting) business.

"The only advancement has been in the presswork. The 'art' of typesetting is more than fifty years behind the age, and I see no way by which it can advance under present conditions. No one takes the trouble to show an apprentice in the printing-office anything about spacing between the words or lines. The ancients had to know how to space between the letters of a word, especially in words in capital letters in display, in headings for the paper, advertisements, etc. We were told that the typefounder made the type and the printer who handled it should have the brains to equalize the white space; that some letters had too much and other letters had too little — like the capitals A and W, when they and other letters come together in such words as ROCKAWAY, etc.

"Talk about the compositor of the ancient school! I knew many of them and respect their memory — even those in the backwoods — because they knew their business, nine out of ten of them. I know many of the modern school, also, and my feelings, after examining their proofs set from 'edited' copy, are anything but respectful. And the way they place the dashes, make 'panels,' break columns in paragraphs, carry over one line, end paragraphs with of, ed, to, it, put a lead where a pica quad-line ought to be, and put a pica quad-line where only a lead or no space at all ought to be, etc. These things I can show you nowadays in first-class papers. These things no one can show you even in a backwoods country paper printed fifty years ago."

TYPOGRAPHICAL ERROR.

I've come to lick the editor —
By gosh! I want his blood!
I want to club
His head and rub
His whiskers in the mud!

I want to knock his false teeth down
His throat, an' mash his nose,
An' break his neck,
And smash his speck-
Tacles, and tear his clo'es!

I've come to lick the editor,
'N I want his printer's life!
I'm mad clean through —
An' dad is, too,
So likewise is my wife.

We had a big reunion
To our house yesterday,
An' all the Browns
From forty towns
Was there fr'm miles away.

A "Gatherin' of the Clans" it was,
An' so we writ it down,
An' sent it to
The *News-Review* —
The weekly of our town.

I've come to lick the editor —
Newspaper men is hams!
He fixed that head-
Line so it read —
"The Gathering of the Clams!"

— *Toledo Blade.*

Thanksgiving Services

November 23
1911

Second Baptist Church
Williston



Thanksgiving Dinner
of the Pilgrims' Association

Hotel Hollenden, Madison
November 23



MENU

Cape Oysters on Shell

Mock Turtle Soup
Breadsticks

Baked Bluefish, Sauce Italienne
Celery Olives Cucumbers

Escalloped Oysters

Fillet of Beef, Mushroom Sauce
Green Peas

Punch Benedictine

Roast Young Turkey, Cranberry Sauce
Mashed Potatoes Squash

Vegetable Salad

Ice Cream Assorted Cake

Toasted Crackers

Cheese

Oranges Bananas

Coffee

On this page and the one following are shown reproductions in colors of pages from the Year Book of the Plimpton Press, Norwood, Massachusetts. These pages show the excellence of design and Typography which characterize the products of this press, and are striking examples of modern book making. The Year Book itself is a handsome volume of 400 pages.

THE

PLIMPTON PRESS YEAR BOOK

AN EXHIBIT OF VERSATILITY



NORWOOD · MASS · U · S · A
1911

Exhibit Page

FAITH

¶ Faith is the communication of the Divine Spirit by which Christ as the revealed God dwells in our heart. It is the awakening of the Spirit of Adoption whereby we cry, "Abba Father" — T. H. GREEN.

♡

¶ Faith is a higher faculty than reason. — BAILEY.

♡

¶ "Patience!" . . . "have faith and thy prayer will be answered!" — LONGFELLOW.

♡

¶ The only faith that wears well and holds its color in all weathers is that which is woven of conviction and set with the sharp mordant of experience — LOWELL.

♡

¶ And we shall be made truly wise if we be made content, too, not only with what we can understand, but content with what we do not understand — the habit of mind which theologians call — and rightly — faith in God. — CHARLES KINGSLEY

[1]

COURTESY
A. C. McCLURG & CO

COMPOSED IN 10-POINT FRENCH OLD STYLE (MONOTYPE NO. 22) 2-POINT LEAD
DECORATION DESIGNED BY
THE PLIMPTON PRESS STUDIO

Exhibit Page

I

THE FIRST INNING

THE significance of the first year in college can scarcely be overstated. The first man called to the bat in some great intercollegiate game may be pardoned for feeling a bit nervous. He realizes that players and spectators are eagerly waiting for him to give them the key-note of the contest by the way he acquits himself. The young man just entering college, if he senses the situation accurately, is equally alive to the importance of his first hits.

It is a time when freedom and responsibility come in new and larger measure. College men as a rule are away from home. There is no one to ask, with the accent of authority, how they spend their evenings, who their intimates are, what habits they are forming. Studying is not done under the immediate eye of an instructor as in

[3]

COURTESY
THE PILGRIM PRESS

COMPOSED IN 11-POINT SCOTCH (MONOTYPE NO. 36) IN COMBINATION WITH IMPORTED DIDOT CAPITALS 2-POINT LEAD

Pages from the handsome Year Book of the Plimpton Press.

Exhibit Page

NO ROOM IN THE INN

I. ALONG A BRIDLE-PATH

WHEN shall I forget that night by the cook's fire in camp at Nablus!

We had ridden all day in the glare of the Syrian sun, ridden on and on wherever the bridle-path found a way over plain and hill, until nightfall sent a quick chill through our weary bones. But at last we heard the voice of the stream that welcomes travelers where the path from Galilee emerges on the highway. So in good heart we rode for the lights of Nablus shining dimly through smoke in the valley, while Ebal and Gerizim loomed hugely in the dark on either hand. And then, supper being ended, and the night wind mist-laden, and the cook a friendly soul, we lounged in a tent snug with the warmth of a charcoal fire and sundry savory odors, while our cot-tents waited in a spectral group outside, and dogs barked at the rising moon.

But better even than such creature-comfort after a long day's riding is the talk of that night in my memory.

There were four of us — Maloof and I, the muleteer listening by the door and baring his white teeth with half understanding smiles between naps, and

COURTESY
LONGMANS, GREEN, AND CO

COMPOSED IN 11-POINT OLD STYLE
(MONOTYPE NO 31)
1-POINT LEAD

Exhibit Page

MORNING PRAYERS

O GOD, we thank thee for the sweet refreshment of sleep and for the glory and vigor of the new day. As we set our faces once more toward our daily work, we pray thee for the strength sufficient for our tasks. May Christ's spirit of duty and service ennoble all we do. Uphold us by the consciousness that our work is useful work and a blessing to all. If there has been anything in our work harmful to others and dishonorable to ourselves, reveal it to our inner eye with such clearness that we shall hate it and put it away, though it be at a loss to ourselves. When we work with others, help us to regard them, not as servants to our will, but as brothers equal to us in human dignity, and equally worthy of their full reward. May there be nothing in this day's work of which we shall be ashamed when the sun has set, nor in the eventide of our life when our task is done and we go to our long home to meet thy face.

[27]

COURTESY
THE PILGRIM PRESS

COMPOSED IN 10-POINT OLD STYLE ANTIQUE
(MONOTYPE NO. 25) 2-POINT LEAD
DECORATION DESIGNED BY
THE PLIMPTON PRESS STUDIO

Exhibit Page

48 THE INTELLECTUALS

"'You know me, Holden, better than any one else You knew me in our college days, and I haven't changed much I haven't been too bad Father Hayes finds it hard sometimes to get me to the Easter Duty, but I never lost Mass, nor eat meat on Friday I wasn't irreligious, nor anti-religious, but I was unreligious. Well, when I married, Alice brought me to for a time I'd do anything for her, even to saying long prayers. But, you know, she was not only pious, but deucedly well-read. She was educated by the Ursulines, and was quite up to date Well, things went well for a good while Then, I noticed she began to put awkward questions about biology and all that sort of thing. And I entered into the matter; and, God is my witness, without the least notion of upsetting her faith, and, indeed, without thinking such a thing possible, I often spoke too freely on these matters, and threw out hints that without, in the world, the best thinkers were dead against us, and that, in fact, the mystery of things was insoluble. Gradually, I saw a falling away on her part from her religious practices. She used at first spend an hour or two in the chapel every Saturday, decorating the altar She gave it up She used to go to Confession and Communion every week. She then put it off for a month, and then for months She was very eager in asking questions about medical matters, and sometimes I noticed that certain books, such as Bain's *Mind and Body*, and these French treatises on Nerve Troubles, were displaced on my shelves. You know, Holden, what a universe of crime, and madness, these books reveal. Then, I noticed that she sometimes spoke with a little graceful contempt of her old preceptors, and then, after a long time, she began to criticise priests. Now, all this chimed in with my own wretched ideas, and she knew it. And, therefore, I could not chide her But deep down in my heart I was troubled If God should send me children, I thought, what kind of training shall their young minds get here? Yet, all that time, she was more winning and lovable than ever And when she said smart and witty things, but

COURTESY
A. C. McCLURG & CO

COMPOSED IN 12-POINT FRENCH OLD STYLE
(MONOTYPE NO. 71) 2-POINT LEAD
DESIGNED BY
THE PLIMPTON PRESS STUDIO

Exhibit Page

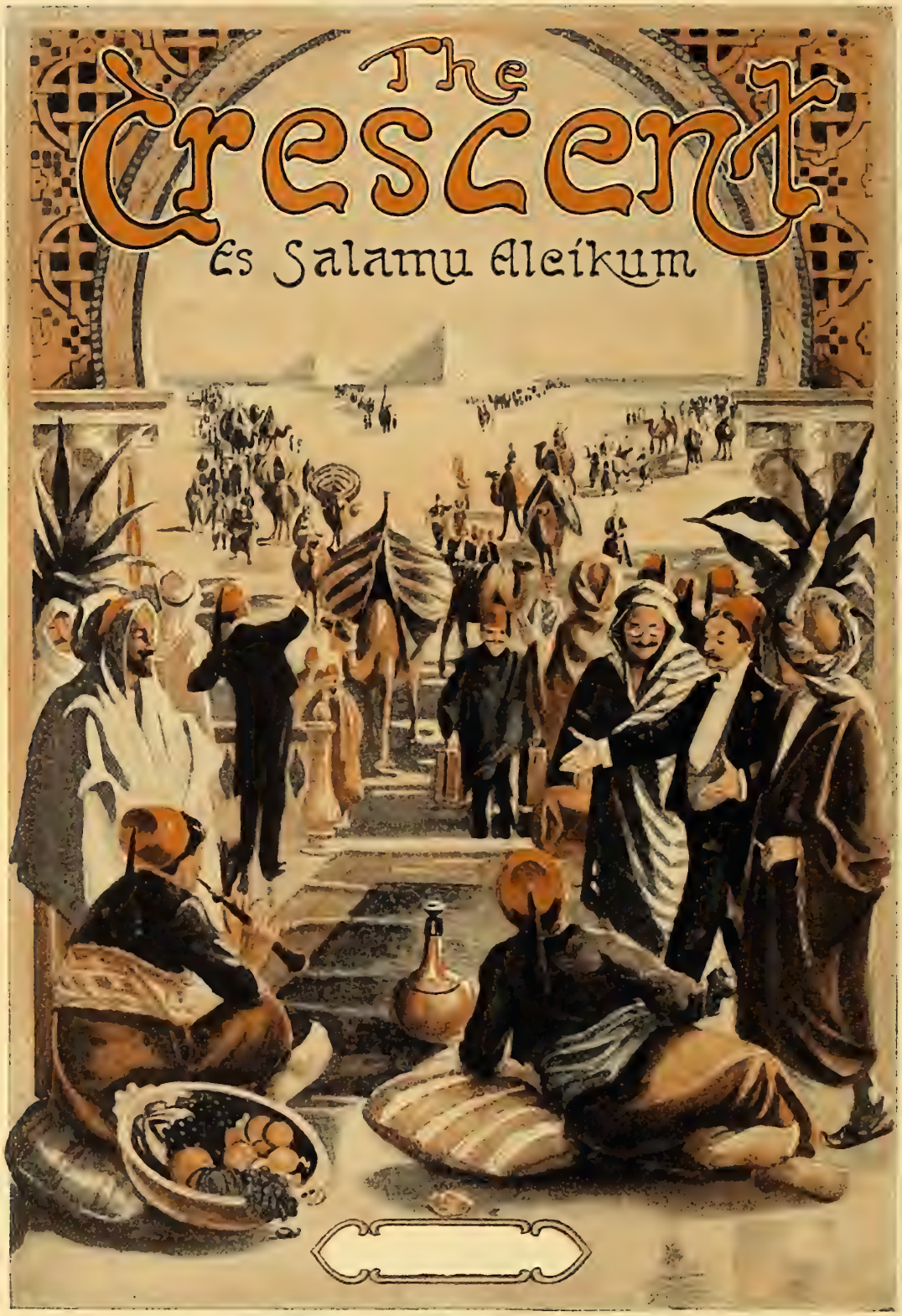
PRINCESS SAYRANE

CHAPTER ONE

IN a land where in weird dances the priests wave long wands in dreamy cadence to soft melodies like the music of rippling waters, bringing back the ritual which recalls the days of an almost forgotten past; near the border of the Red Sea, whose sparkling waves, as they break on yellow sands, gleam and flash with millions of hidden jewels; in a country where uncounted centuries ago mighty kings ruled in

[1]

Pages from the handsome Year Book of the Plimpton Press.



Printed in two colors. Engravings by Gatchel & Manning, Philadelphia.

Stir
'em
up

get the
buyers
coming
your way

Where to Dine

When in Newport
Rhode Island

This little booklet is printed for the convenience of those not familiar with dining places in the city of Newport; none but first-class, reputable houses have been put on the list, therefore strangers need not hesitate to patronize any of these houses



Published by the
Hotel Press
12 Surf Avenue
Newport, R. I.

AMERICAN TYPE FOUNDERS COMPANY

DESIGNER AND MAKER OF

Type

BORDERS AND ORNAMENTS

ROSE AND DUANE STREETS
NEW YORK CITY

Typographical designs by F. L. Crocker.
(See Job Composition Department.)

PROGRAMME

OF THE

Martin Centre Associates Concert



Hallowelle Hall
Wednesday Evening
July 15, 1908

NICKERSON'S ORCHESTRA

Beginning at eight o'clock



PROGRAMME

Overture — *Faust*
Orchestra

President's Welcome
Mr. Samuel B. Clene

The Loveley — *Fr. Silcher*
Orchestra

Soprano Solo—Melodie — *Debussy*
Mrs. C. F. Anderson

Violin Solo—Meditation — *Mietzke*
Mr Arthur L. Mason

Contralto Solo—Bisca's Song — *Foote*
Miss Sarah Jeffers

Harp Solo—Concert Waltz — *Hassemmanns*
Miss Angelene Rhodes

As we Listen to the Band — *Medley*
Orchestra

Reading—The Little Witches — *Hale*
Miss Duncan Rogers

Cornet Solo—La Gaite — *Moscheles*
Mr. Murray King



Typographical designs by F. L. Crocker.
(See Job Composition Department.)

Job Composition

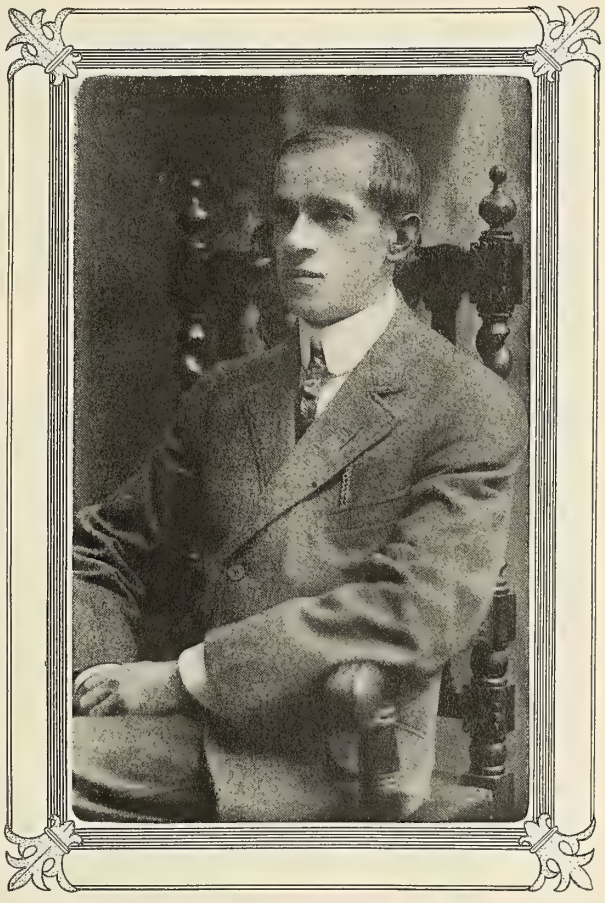
BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Frank L. Crocker.

Instead of being born with the proverbial silver spoon in his mouth, Frank L. Crocker was practically born with a composing-stick and a piece of brass rule in his left hand.

When we hear of a successful printer who is the son of a printer we are inclined to think of early influences, heredity, etc. We say, "Oh, well, look at the chances he had." If these things count for anything at all, Frank Crocker was indeed fortunate. He was not only the son of a printer — he was the son of two printers, for his mother was a compositor on the Amherst (Massachusetts) *Record*, where his father also worked.



FRANK L. CROCKER.

When Frank was four years old he lost his mother, and the father subsequently married. With the same regard for influences which had caused him to select two printers as his parents, he chose as his stepmother the widow of a publisher, thus keeping his early environment directly in touch with things printorial.

His direct entry into the active affairs of the printshop was not as auspicious, however, as his early associations might lead one to expect. His first intimation that he was to be a printer — that his life-work was to be a continuous battle with the proofreader and a never-ending search for missing sorts — came during the last week of the long summer vacation, when his father said: "Well, boy, finish your play this week, for next Monday you start to work at the printer's trade." The elder Crocker was at that time superintendent of the plant of Douglas, Taylor & Co., New York city, and here the youngster started. After allowing him some time in which to learn the boxes, they gave him a take of real copy — small pica, thirteen picas measure. He got it up in what he considered first-class shape, but made the mistake of proving it on a sheet of paper with ordinary margins instead of unusually wide ones — for the proofreader did not have room enough to mark all of the errors. When the proof came back, Frank decided that the proper course was secrecy — that the less said about it the better — and so he tried to hide the proof while making the corrections. There was "nothing doing" in that line, however, for father came along and caught him at it. He didn't say much, but what he did say was directly to the point, and wound up with the statement that the young man "had better go home."

That night there was a home conference, in which the father freely expressed the opinion that the son would never make a printer, but the stepmother secured for the boy another chance, and a day or two later he went with a letter to the New York Newspaper Union, where he was put to work setting heads for the news items from which were made the "boiler-plates." He was fairly successful in this work, and remained at it until his father started in business for himself. This was the opportunity the young man needed, and, in a congenial environment, he became much interested in his work. He escaped much of the drudgery through which the apprentice under ordinary circumstances has to pass, and was allowed to work out "masterpieces" after his own ideas.

After the death of the elder Crocker and the purchase of his business by the Winthrop Press, Frank worked for some years with the Kempster Printing Company, going from there to the plant of Isaac H. Blanchard. Of the years spent at Blanchard's, he has none but the most pleasant recollections. Of Mr. Blanchard he says: "He took a personal interest in his employees, and it is to be regretted that there are not more of his stamp and quality in the ranks of employers."

It was during this period of employment at the Blanchard Press that Crocker first realized the value of careful

and painstaking work, and the returns, material and otherwise, that result therefrom.
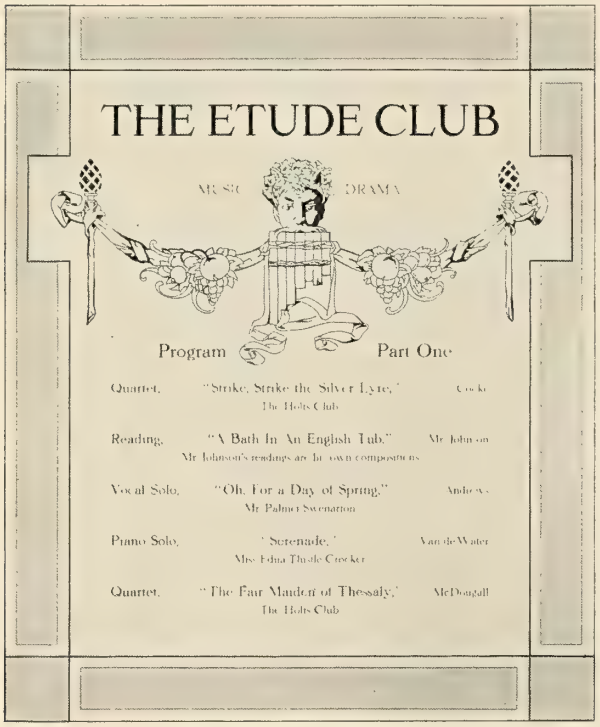
It came about in this way:

A four-page circular "had to be gotten out the next day" — nothing new in that, however; same old story.

But to facilitate matters Crocker took the copy home with him that night and sketched a layout for it. Desiring an ornament of certain shape and tone, and not having it on hand, he drew one.

The next morning he submitted both sketch and drawing. They were not only accepted, but complimented, and the job was set accordingly.

After the job was printed, he was called into the office and handed a five-dollar bill.



An interesting rule design.

"What's this for?" he asked.

"For your layout and ornament," said Mr. Blanchard.

"And right there," says Crocker, "I woke up to the fact that some bosses appreciate a man's effort to turn out good typography."

True, this is the same old copy-book dope about honest effort being rewarded, etc., etc., but it is the same thing that most of us sooner or later find out. As Elbert Hubbard says, "We get in this world just what we give," and the man who is willing to go a little more than half way will generally find the other party willing to come just a trifle more than the other half.

In addition to the five-dollar bill, this incident was productive of greater and more far-reaching results. It was the means of starting Crocker on his only hobby outside of

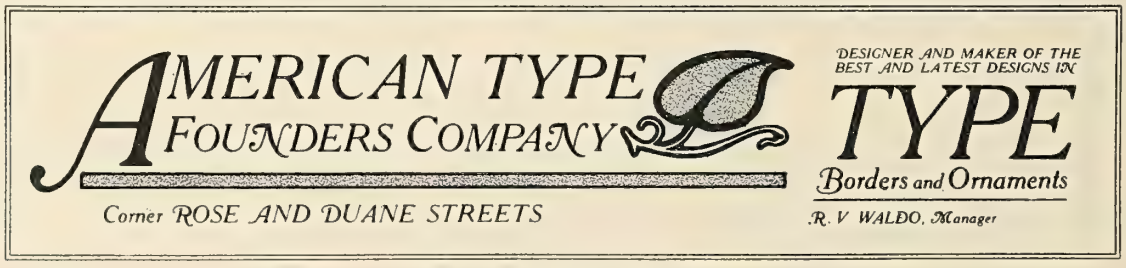


A very attractive arrangement, the original of which was in colors.

printing — that of drawing — and from the beginning made in the drawing of the decoration for that rush job he developed a definite line of study.

From the Blanchard Press he went to "the land of plenty" — the specimen department of the American Type Founders Company — where he remained for three years and where most of the specimens shown herewith were produced.

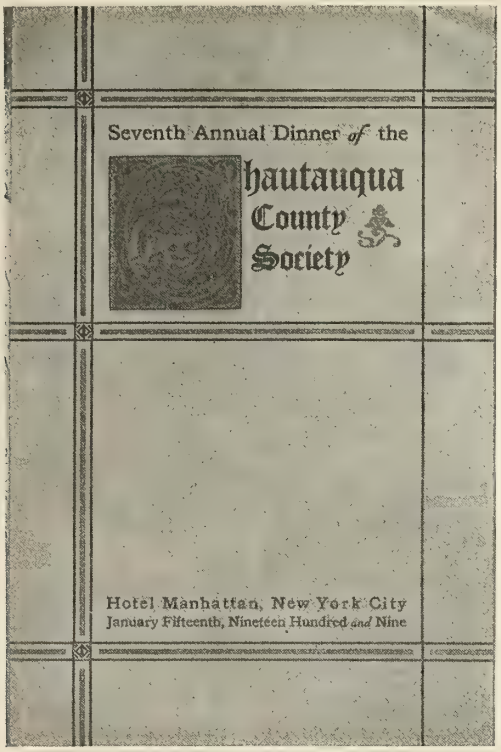
While an adept in the production of typography suited to specimen-books, Mr. Crocker personally does not care for that style of design. His preferences are for the more simple treatments — quiet, dignified typography — and he says: "Could I possess a shop of my own, I would confine myself to the Caslon, Caslon Italic, Bookman, Caxton Black and Copperplate Gothic series."



One of Crocker's letter-heads.

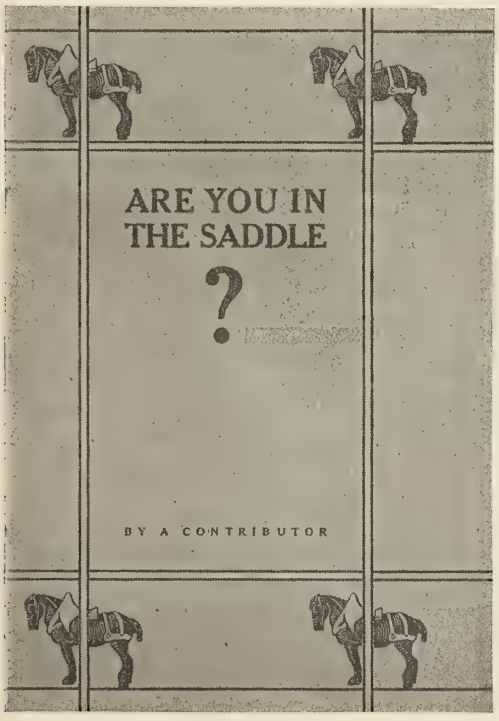
Two qualities are essential to the successful job-printer. He must have ideas, and he must have the mechanical ability to put these ideas into printable form. Some men have "ideas to burn"; they can arrange the most clever and pleasing designs, conforming thoroughly to artistic princi-

ples; and yet the man who is called upon to lock up one of their jobs calls them "blacksmiths," because of the slovenly justification which is apparent in their work. I have known



A pleasing breaking-up of spaces.

men capable of the most artistic type creations, whose jobs could be made to lift only after a most liberal use of "dutchmen," and, on the other hand, there are men with a



One of Crocker's unique pages.

capacity for infinite pains in justification and spacing, who seem to be absolutely without ideas of design.

But Crocker belongs to neither of these classes. Thanks to his training in the specimen department of the American Type Founders Company, he added to his capacity for original ideas the ability to express these ideas in type and decoration in a manner highly satisfactory to the stoneman — he learned to properly space and justify his work.

In addition to being naturally artistic in his tastes for design, Crocker has a great eye for color — the latter being manifested in his fancy vests, ties, etc.

"Yes," said one of his associates, "he was the Beau Brummel of the American Type Founders Company, and we never overlooked an opportunity to frame things up so that Frank would have to go to the pressroom, resplendent in a white vest, and make corrections on the press."

If it were always true that "a rolling stone gathers no moss," then Crocker would be without the "moss," for it is a standing joke among his friends to ask him how long he has been at the last job, and if it is not time for him to make another change. It is true that he has never remained at the same place for any great length of time, but the changes have always been made with a view of more congenial work, or — what is more often the power behind the changes — more money. But as a result of all this moving about Crocker has acquired a fund of experience and a broad knowledge of the business which he could have secured in no other way. He is at present in the employ of the Federal Printing Company, one of the largest publishing houses of New York.

In addition to the reproductions of specimens shown herewith, more of Mr. Crocker's designs will be found on pages 7 and 8 of the typographical insert in this issue.

GETTING DOWN TO FACT.

One of the best retail-advertising writers in this country was engaged by a Philadelphia department store to inaugurate a new style of advertising. On his arrival he was asked by the proprietor:

"How soon can we expect to see an increase of business from your work?"

"I can't tell you," was the reply, "but I can say that you will find a decrease in your business for the next six or eight months."

"Why?"

"Because you have been telling people things in your newspaper advertising that you do not expect them to believe. I am going to educate them to believe everything I say."

The buyer of the rubber department came to the advertising writer and said:

"I have a lot of rubber stuff on my hands I am having a hard time with."

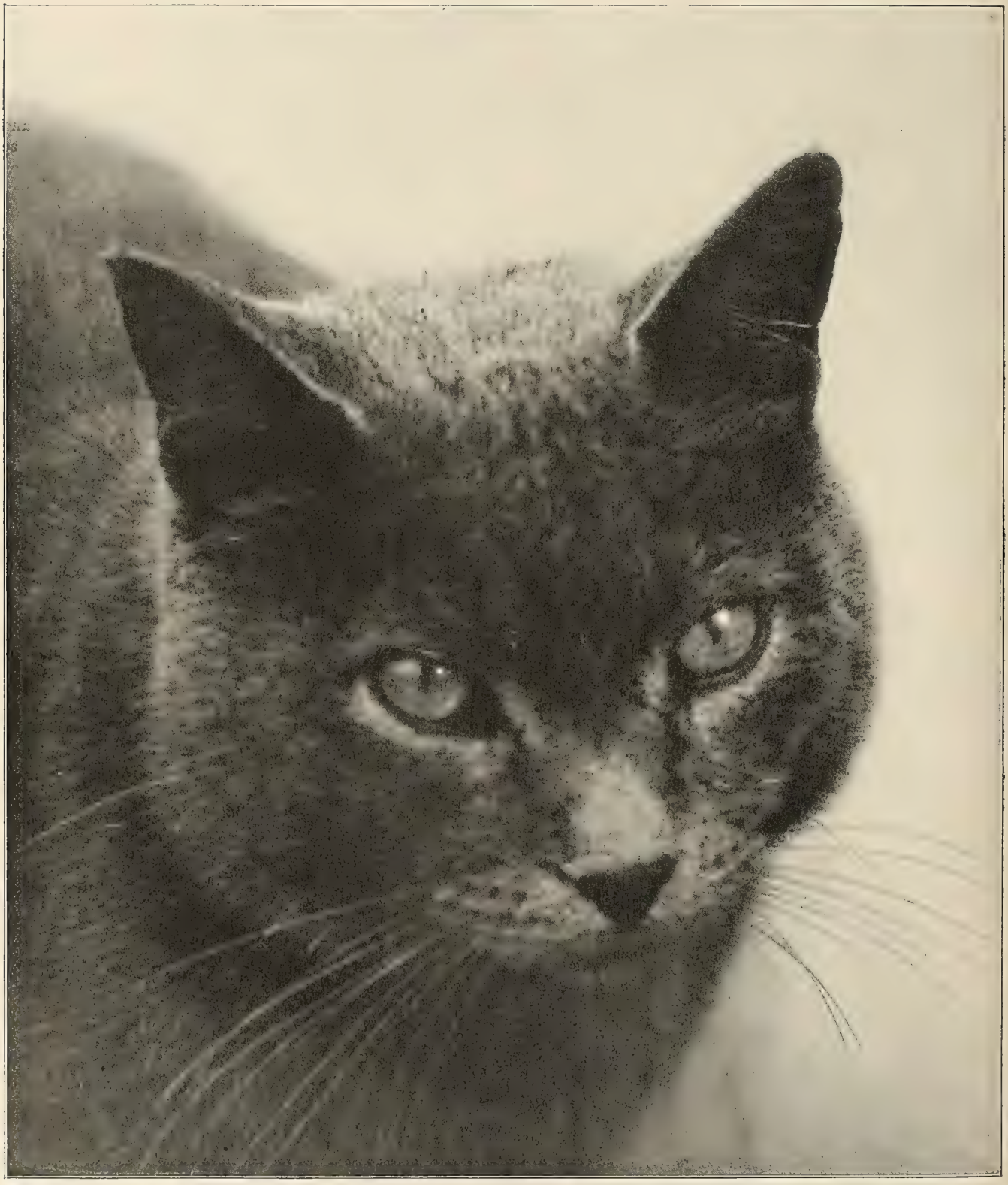
"What is the trouble?"

"The truth of the matter is," the man answered, "the stuff isn't worth a damn."

The next morning the rubber-department man picked up a paper, looked at the advertisement and was startled to find:

WE PLACE ON SALE
TO-MORROW MORNING AT NINE
A LOT OF RUBBER
That's Not Worth a Damn!
WE WILL SELL IT FOR WHAT
IT WILL BRING.

The rubber-department man rushed up to the department with the expectation of taking off his hat and coat and lodging a complaint with the proprietor about that sort of advertising, but he couldn't get into the department for the crowd of people there to buy the goods. At 10:30 all of it was sold.



Copyright, 1911, by The Henry O. Shepard Company, Chicago.

NIMROD.

Half-tone engraving from photograph, by The Henry O. Shepard Company, 632 Sherman street, Chicago.
Duplicate plates for sale.

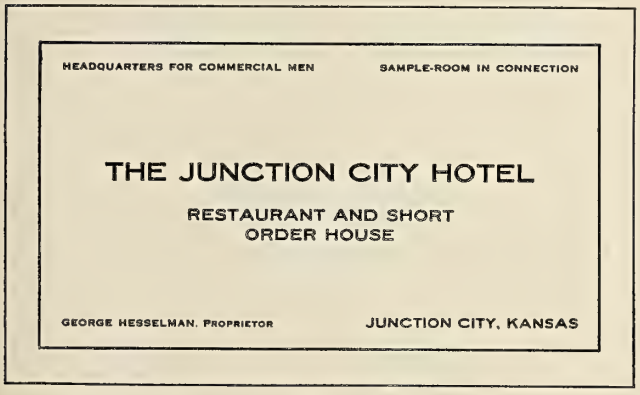
Apprentice Printers' Technical Club

NO. XII.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

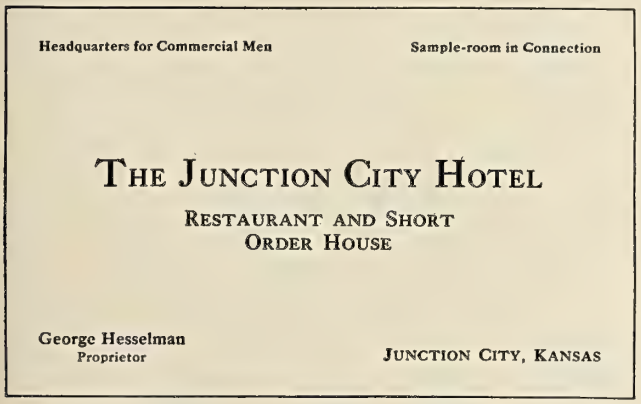
Our business-card contest for apprentices closed on October 10, with fifty entries, submitted by forty-one contestants. Seventeen States of the Union were represented, and three entries were sent in from Canada.

Here is ample testimony of the interest apprentices take in educational features of this kind, and THE INLAND PRINTER wishes to thank all contestants, collectively and



FIRST PLACE — AIME LEBLANC.

individually, for contributing to the success of this contest; also the foremen and employers who have given their time and material in aiding apprentices to enter.



SECOND PLACE — ARTHUR F. STREHLE.

Four competent judges were selected to choose the winners, and their verdict is as follows:

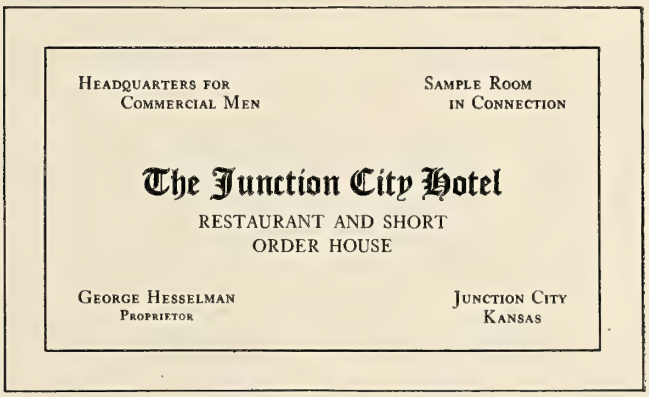
First Place—Aimé Leblanc, 132 Lafayette street, Salem, Massachusetts.

Second Place—Arthur F. Strehle, with the Shelly Printing Company, St. Louis, Missouri.

Third Place—Norman P. Geyer, with the Smith-Brooks Company, Denver, Colorado.

Reproductions of the winning designs are shown herewith, and it can be seen that simplicity, legibility, harmony and balance characterize these specimens. They well illustrate the four fundamental principles of good typography, which we have spoken of, and should be studied closely.

It was our intention originally to reproduce only the best three specimens, but there were so many interesting arrangements sent in that we decided to reproduce eight



THIRD PLACE — NORMAN P. GEYER.

others, which can be seen on page 247. These are selected to show a variety of arrangements, and are interesting from that standpoint.

The names of all contestants are given herewith in alphabetical order:

BAILEY, HARRY L., Shelbyville, Ill.
BROWN, CALDWELL E., with the Era Printing Office, Newmarket, Ontario, Can.
BRUSA, LOUIS, 27 North Main street, Concord, New Hampshire.
BURKE, ROBERT E., with the Myers Printing Company, E. E. Pittsburgh, Pa.
BUSBY, C., with the St. Lawrence Press, Ltd., Montreal, Quebec, Can.
CASHION, LEO, with the Glens Falls Post Company, Inc., Glens Falls, New York (2).
DAHL, CLARENCE J., Meyersdale, Pa.
DALE, ROBINSON E., Rahway, N. J.
DAVIDSON, SAMUEL, 1056 Cambridge street, Cambridge, Mass. (2).
DESCHAMPS, HENRY, 31 Winthrop street, Salem, Mass.
DICKSTEIN, MAURICE, with the Paul & Douglass Company, Memphis, Tenn.
DUBUQUE, A. J., JR., with the John B. Clark Company, Manchester, N. H. (2).
FOWLER, EARL, with the Hobson Printing Company, Easton, Pa.
GERLOFF, WILLIAM A., with the Dealy-Adey Company, Houston, Tex.
GEYER, NORMAN P., with the Smith-Brooks Company, Denver, Colo.
GRAHAM, ALFRED S., with The Majestic Printers, Denver, Colo.
GROSSE, ALBERT C., with the Lambert-Deacon-Hull Printing Company, St. Louis, Mo.

GUNNISON, WILLIAM, with the Smith-Brooks Company, Denver, Colo.
HARTMAN, RONALD, 160 Dawson street, Waterloo, Iowa.
HENDRICKS, JAKE, with the Tisch-Hine Company, Grand Rapids, Mich.
HERMAN, ARTHUR, with the Nies-Kaiser Printing Company, St. Louis, Mo.
HOWARD, ARTHUR W., with the Vermont Printing Company, Brattleboro, Vt.
KING, W. JAMES, 1412 Grant street, Victoria, B. C., Can.
LAUBER, CARL, with the Dayton Paper Novelty Company, Dayton, Ohio.
LEBLANC, AIME, 132 Lafayette street, Salem, Mass.
LIDDY, HARRY, with the State Printing Office, Harrisburg, Pa. (2).
MARKER, CLIFFORD B., with the Jefferson Printing Company, Springfield, Ind.
McQUOID, HUGH, with the Whitehead & Hoag Company, Newark, N. J.
MITCHELL, RENARD, with the North Carolina *Christian Advocate*, Greensboro, N. C.
PAVELY, FRED J., JR., 2519 Hemlock street, Cincinnati, Ohio (2).
POTTERF, NELSON, with the Indiana Boys School of Printing, Plainfield, Ind.
PREISLER, RAY, Anamosa, Iowa (2).
SIM, JAMES S., 872 River street, Troy, N. Y.
SMITH, LEO, with the Galion *Daily Leader*, Galion, Ohio.
STAMM, HENRY E., Houston, Texas.
ST. CLAIR, RAYMOND G., with the Indiana Boys' School of Printing, Plainfield, Ind.
STREHLE, ARTHUR F., with the Shelly Printing Company, St. Louis, Mo.
SULLIVAN, MICHAEL J., 381 Fourth street, Troy, New York (2).
VOJIR, JOS., with the Colonial Press, Omaha, Neb. (2).
WANBAUGH, L. W., with the Kurzenknabe Printing Office, Harrisburg, Pa.
ZISCHANG, WILL A., with the Southern Press, Houston, Tex. (2).

As stated when announcing this contest, we have sent a complete set of the specimens to all contestants and have written each a careful criticism on his own design, together with some valuable points regarding business cards. We feel that all contestants are well repaid for their time, trouble and expense, and it is our intention to conduct other contests along these same lines.

* * *

Our lesson for this month is a continuation of the words and terms used in a composing-room. Study them carefully.

WORDS AND TERMS USED IN A COMPOSING-ROOM — *Continued.*

Imprint.— The name or mark of the printer or publisher appended to a job.

Indention.—As distinguished from hanging indention, ordinary indention is the setting of the first line of a paragraph shorter than the following lines.

> This group of type has been set up to show what is meant by an ordinary indention.

Justifying.— The spacing out of type-lines to a certain measure.

Keep Standing.— When instructions are given to keep forms or pages standing it means that they are not to be broken up and distributed.

Kerned Letters.— Type characters the faces of which project slightly over the body — seen mostly in italics.

Laying Type.— Putting a font of new type into a type-case.

Leading Out.— Placing leads between lines of type.

Leaded Matter.— Type-lines between which leads have been placed.

> This group of type has been set up to illustrate leaded matter. Two-point leads have been placed between the lines.

Letter-spacing.— Putting spaces between letters in order to widen a word or line.

THIS LINE IS LETTER-SPACED.

Live Matter.— Type which has not been printed or which has been kept standing ready for reprinting.

Locking Up.— Fastening a form tightly in a chase by means of furniture and quoins.

Making Up.—Arranging type-matter and material into pages.

Margins.— The blank spaces around a type-page.

Marginal Note.—A small group of type placed in the margin of a page.

A Marginal Note. This group of type has been set up to show what is meant by a marginal note. As with cut-in notes, these should be to the right or left of the type-matter according to whether the page is odd or even.

Measure.— Type-lines are set to a certain *measure*, according to the width in points or picas.

Mortise.—A mortise is where some portion of a cut has been sawed out.

Off Its Feet.— Type is said to be off its feet when it does not stand perfectly perpendicular.

Offset.— Sheets which have received slight impressions from the fresh ink on other sheets are said to be offset.

Panel.—A box constructed of rules or borders, as shown below:



Pi.— Composed type which has become mixed up by being pushed over or by falling out of a form.

Picking Sorts.— Taking letters or characters from undistributed matter for use elsewhere.

Planing Down.— The act of leveling pages with a mallet and planer before locking the form tightly.

Press Proof.— Proof taken on the press either before or after form is made ready.

Proof.—A preliminary impression taken of type-matter or cuts.

Reprint.—Additional impressions or editions of any printed work.

Revise.— To make additional changes or corrections in proofs that formerly have been corrected.

Rough Proof.—A proof taken quickly and with little care.

Running-head.— The words at the head of each page of a book, pamphlet, folder, etc.

A RUNNING-HEAD 20

> One must always pay particular attention to see that the rules harmonize with the type.

Section.—A folded sheet.

Set Up.— To set up a page is to justify the type into lines or arrange rules, panels, etc., into page form.

Set Clean.— To set up type-matter with few errors. Matter set up carelessly and with many errors will show a "dirty" proof.

Sharp Impression.— Clean and clear impression in which the finest lines are perfectly printed.

Signature.—A figure or letter placed on the first page of each section, to aid in gathering.

THE JUNCTION CITY HOTEL

RESTAURANT AND SHORT ORDER HOUSE

GEORGE HESSELMAN
PROPRIETOR



SAMPLE ROOM IN CONNECTION

HEADQUARTERS FOR COMMERCIAL MEN

JUNCTION CITY, KANSAS

EARL FOWLER.

Headquarters for Commercial Men — Sample-Room in Connection

The Junction City Hotel

Restaurant and Short Order House

George Hesselman, Proprietor — Junction City, Kansas

HENRY DESCHAMPS.

The Junction City Hotel

HEADQUARTERS *for* COMMERCIAL MEN

Restaurant *and*
Short Order House

Geo. Hesselman
Proprietor

SAMPLE ROOM IN CONNECTION

JUNCTION CITY KANSAS

WILLIAM GUNNISON.

The Junction City Hotel

Sample-Room in Connection
Headquarters for Commercial Men
Restaurant and Short Order House

GEORGE HESSELMAN
Proprietor

Junction City, Kansas

MICHAEL J. SULLIVAN.

RESTAURANT AND SHORT ORDER HOUSE — HEADQUARTERS FOR COMMERCIAL MEN

THE JUNCTION CITY HOTEL

GEORGE HESSELMAN, PROPRIETOR

SAMPLE-ROOM IN CONNECTION

JUNCTION CITY, KANSAS

JAMES S. SIM.

The JUNCTION CITY HOTEL

RESTAURANT AND SHORT ORDER HOUSE

GEORGE HESSELMAN, Proprietor

HEADQUARTERS FOR COMMERCIAL MEN
SAMPLE ROOM IN CONNECTION

JUNCTION CITY KANSAS

MAURICE DICKSTEIN.

Headquarters for Commercial Men — Sample-room in Connection

The Junction City Hotel

RESTAURANT AND SHORT ORDER HOUSE

GEORGE HESSLEMAN, Proprietor — Junction City, Kansas

HARRY LIDDY.

HEADQUARTERS FOR COMMERCIAL MEN — SAMPLE-ROOM IN CONNECTION

THE JUNCTION CITY HOTEL

RESTAURANT AND SHORT ORDER HOUSE

GEO. HESSELMAN, Prop — JUNCTION CITY, KAN.

W. JAMES KING.

A FEW INTERESTING DESIGNS SUBMITTED IN THE INLAND PRINTER'S BUSINESS-CARD CONTEST FOR APPRENTICES.

Silhouette.—A solid picture, having no indication of light and shade.

Showing a  Silhouette.

Small Caps.—Abbreviation for small capitals. These are smaller than the ordinary capitals, but are cast on the same body.

ORDINARY CAPITALS — SMALL CAPITALS.

Both are cast on a ten-point body.

Solid.— Type set solid has no leads between the lines; not leaded.

This group of type has been set up to show what is meant by the term solid (not leaded) matter. No leads have been placed between lines.

Sort.—Applied to any individual character of a font. If all of one or more characters have been set out of a case it is said to be "out of sorts," and must be "sorted up" before more lines can be set.

Space Out.— To space out a line is to place the proper spaces between words so as to fill a certain measure.

Spoilage or "waste." — Applied to sheets which have been spoiled in printing.

Stripping.— To strip a page is to take out the rules, furniture, etc.

Subheads.— Headings less important than chapter heads and placed above paragraphs or sections.

Symbol.—A sign or ornament indicative of some science or art.

A symbol of music.



Tabular Work.— The arrangement of words, figures and rules into columns.

Tail-pieces.— Ornaments used at the ends of chapters, sections or single pages. They are usually pendant in form.

Showing a tail-piece.



Three-line Letter.—A letter used as an initial at the beginning of a book, chapter or single page. They may also be two-line letters, four-line, five-line, etc.

Showing a three-line letter.

WHEN initial letters are used one should be very careful to arrange the type so that the margins around the initial will be equal.

Turn for Sorts.— When in setting up type a certain character is used up, some other character of the same thickness is temporarily substituted, the face being turned down, as ca■e for cake.

Type-high.—Anything the exact height of type.

Vignetted.—A vignetted cut is a half-tone in which certain portions fade away with no definite outlines.

This is a vignetted cut.



Wrong-font.—A wrong-font character is one that has been set in a word or line of type of another kind.

Showing that the **w**'s in this line are **w**rong-font letters.

* * *

We have lately received several very interesting business cards, the results of a contest which members of the Printers Devils Club, Houston, Texas, have been conducting among themselves. The designs are all very neat and pleasing, but we give the preference to the card submitted



by Will A. Gerloff, who acts in the capacity of vice-president of this club of wide-awake, progressive apprentices. A reproduction of our choice is shown herewith.

TEST QUESTIONS ON LAST MONTH'S LESSON.

What is wood furniture used for? For what purpose is the Sengbusch beveled furniture used? How and for what purpose are register-hooks and sectional blocks used? What are patent blocks? What are patent iron grooved blocks? What is a break-line? What is a footnote? What is a hanging indention?

These questions were fully explained in THE INLAND PRINTER for October.

(To be continued.)

Newspaper Work

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 32.

It was impossible to secure the photographs of the successful contestants in THE INLAND PRINTER'S Ad.-setting Contest No. 32 in time to show the result in this issue, but everything will be in readiness for the December number. When the copy for this department was prepared all the decisions on the best ads. had not been received, but the letters written by many of the contestants indicate that it was found rather difficult to decide which ads. were the best, as there were so many really good specimens. Many declare that this has been the most helpful contest we have so far conducted, and it will undoubtedly prove of great benefit not only to the contestants themselves but to all those who study the winning ads., which will be reproduced next month.

Twenty-fifth Jubilee Number.

On the occasion of its twenty-fifth anniversary the Helena (Mont.) *Staats-Zeitung* published a special number in magazine form, consisting of ninety-six four-column pages and cover. It was very nicely illustrated and was a creditable issue from every standpoint.

A Fall Fashion Number.

Early in September the Janesville (Wis.) *Gazette* published a thirty-two page "Fashion Edition" which, for special fashion features and the character of its advertising display, ranked with papers in much larger cities. It covered fashions for both men and women, from hats to shoes, and there were a large number of full-page and half-page ads., all of them well displayed and carrying large illustrations of the fall styles in millinery, coats, dresses and shoes.

Ninth Annual Anniversary Number.

For nine years the Thomas (Okla.) *Tribune* has published an "Anniversary Number," and in its last issue states that there will be no special number next year owing to lack of appreciation. The publishers do not state just what form this lack of appreciation takes, but it can not be a lack of advertising patronage, as there are twenty-nine pages of display advertising out of forty-eight and cover. As usual, this year's number is a fine piece of work, printed in sepia ink on India-tint enameled stock, enclosed in a heavier cover of the same, with a specially designed title-page in two colors.

"Not a Special Edition."

Under the above heading appears an editorial in a twenty-four-page edition of the Greenwood (S. C.) *Index*, which reads thus: "Readers of the *Index* must not take this to be a special edition of any sort. It is just the regular edition, but our advertisers wanted the space and we had to give it to them. Also our readers deserve attention, so the reading-matter had to be increased, and thus the size of this week's *Index*." Fourteen of the twenty-four pages are advertising, and while it may not be a *special* issue because it was not given a name, or published to commemorate any special anniversary or event, still there are indications that there was a little *special* solicitation to make a *special* showing in this particular number. A good plan, nevertheless.

Good Ad. Display.

Charles H. McAhan, of the St. Joseph (Mo.) *News-Press*, who has been a student of THE INLAND PRINTER and a contributor to this department for twelve years, sends some more excellent examples of his work, four of which



No. 1.

are reproduced. The Burlington Route stated in furnishing their copy that they wanted a "feature" ad., but did not supply a border. No. 1 shows what Mr. McAhan succeeded in making out of a very difficult situation, and the advertiser was well pleased with the result of his efforts. Nos. 2 and 3 show how he handled another difficult problem — the placing of two awkward cuts. Both of these

arrangements are novel and make very attractive ads. Another unusual ad. is that of the St. Joseph Railway, Light, Heat & Power Company (No. 4). This ad. was four columns wide and the display was seventy-two-point. Nearly every reader of the paper would take time to read this prominent phrase, and if interested in installing elec-



No. 2.

tric light would be led to read the rest of the ad. Four ads. sent by Ray A. Thomson, of the St. Clair (Mich.) *Republican*, are good examples of display, although not sufficiently distinctive to warrant reproduction. There were other ads. in the copy of the *Republican* which was sent for criticism [it will be criticized next month] that did not show such good judgment, as they had too much display and in some instances a light-faced job letter was used, which is never advisable in newspaper work. These may not have been set by the same compositor, however. One of the greatest faults of ad. compositors, particularly beginners, is the use of too many display lines, and another is the use of too many different faces of type. It is not necessary to fill the entire space with type; white space properly distributed is often one of the most valuable adjuncts to a profitable ad., as it allows the display lines to stand out more prominently, instead of being completely hidden by an overwhelming amount of type, all of practically the same size. Alfred Steinman, of the Modesto (Cal.) *Herald*, sends two ads., which show proper judgment, and a large package comes from Ellis Speer, of the Greensboro (N. C.) *News*. No. 5 is one of Mr. Speer's ads., which shows an effective panel arrangement. The running of the guarantee in a box was a good plan, as it insured the reading of the description of the clothing. The ads. which Mr. Speer sent comprised his work on a special edition of the *News*. There were ninety-one columns, or thirteen pages, and the total amount of time consumed was thirty-six hours — an average of less than three hours to a page. As only two or three of the ads. were full pages, this is an excellent speed average. While no attempt was made to do any "fancy stunts," still the ads. were all set in good taste and showed little indication of "rush."

Rate-card for a Daily.

Here is a letter from a man who has worked up from one position to another in the mechanical department of the Savannah (Ga.) *Press*, and is now offered an important place in connection with the business end. His letter and the questions he asks will be of interest to others:

Mr. O. F. Byxbee, Chicago, Illinois:

DEAR SIR,— Reading your department in THE INLAND PRINTER on rate-cards, etc., reminds me that I will soon be wanting advice from just such an experienced man. My case is this:

I have been with the above paper for twelve years, starting as machine operator, then operator-machinist, foreman, and for the past year superintendent of the mechanical departments. I have just been offered the man-



No. 3.

agement of the advertising department. Realizing my inexperience in soliciting and unfamiliarity with the different systems of managing this department, I have got to hustle in order to be ready to have, at least, some idea of laying out a system of procedure when I am installed. I find our rates are low; in fact, some of them have been in force for many years. Will you send me a rate-card for a daily paper, afternoon, with ten

thousand circulation, graded; also, open-space rates and line rates for foreign ads., fourteen agate lines to the inch.

Also, if you have any printed matter in the way of suggestions for increasing and soliciting and handling advertising, would like to hear from you.

Thanking you in advance, I am,

Yours truly, T. S. WHITFIELD.

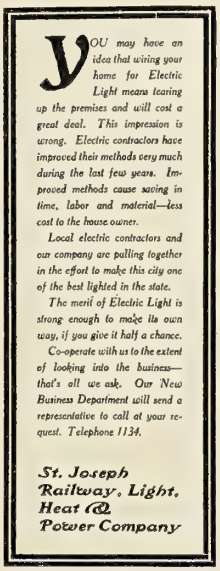
As you state your present rates are very low, possibly you will find the following card high enough for your purpose. A paper with ten thousand circulation really ought to secure twenty-five to fifty per cent higher rates than these, and if you find this card does not meet your requirements I will be glad to give you a higher one:

	1 time	2 times	3 times	1 week	2 weeks	1 month	3 months	6 months	1 year
1 inch	$ 1.00	$ 1.80	$ 2.60	$ 4.85	$ 8.40	$ 15.50	$ 35.00	$ 56.00	$ 93.00
2 inches	1.80	3.40	4.85	8.40	14.50	26.00	56.00	93.00	145.00
3 "	2.60	4.85	6.75	11.50	19.50	35.00	77.00	120.00	195.00
4 "	3.40	6.10	8.40	14.50	24.50	43.00	93.00	145.00	235.00
5 "	4.20	7.40	9.95	17.00	29.00	50.00	105.00	170.00	270.00
6 "	4.85	8.40	11.50	19.50	33.00	56.00	120.00	195.00	310.00
8 "	6.10	10.50	14.50	24.50	40.00	70.00	145.00	235.00	385.00
10 "	7.40	12.50	17.00	29.00	47.00	83.00	170.00	270.00	445.00
10½ "	7.80	13.25	18.00	30.00	49.00	86.00	180.00	285.00	465.00
21½ "	13.25	22.50	30.00	49.00	82.00	135.00	285.00	465.00	760.00

Open-space contracts:

50 inches and less than 100 inches	$0.50
100 inches and less than 250 inches	.42
250 inches and less than 500 inches	.32
500 inches and less than 1,000 inches	.25
1,000 inches and over	.20

Some publishers make it a practice to charge enough more for foreign advertising to cover the agency commission, but I do not consider this good business. The line rate should correspond with the inch rates for local advertising. Some years ago I wrote a book on "Establishing a Newspaper," which is sold by THE INLAND PRINTER for 50 cents. You will find some pointers in this which will be of assistance to you in your new position.



No. 4.

Clearing up an Old Subscription List.

One of the most difficult problems which many country newspapers have to face is that of keeping subscribers paid up. Most of them will pay in time, but the ruling of the Postoffice Department does not permit a publisher to extend credit longer than one year, and the publisher must either get his money or cut down his circulation. Such a problem confronts W. N. Potts, the new proprietor of the Forest City (Iowa) *Summit*. He writes as follows:

The Inland Printer Company, Chicago:

DEAR SIRS,— I would like to get your advice on how to handle a very bad subscription list and get the subscribers to pay up. Recently I bought out the managing editor's interest in the Forest City *Summit*. Before him the paper had been run by three different fellows in the last five years; some of them had taken subscriptions for 25 cents just to get people to take the paper. Some of the subscribers are back all the way from two years to seven years. Efforts have been made by my predecessor to get these subscribers to pay up by sending out circular letters, together with a statement, but without results. We print 1,032 on an average. I don't like to place these accounts in the hands of collection agencies for fear lots of the patrons will stop the paper, and the circulation we want to keep. For the past eight years I have been a close reader of THE INLAND PRINTER, and I believe you can help me. Truly yours, W. N. POTTS, *Manager.*



No. 5.

You have a hard situation to deal with; probably the best way to overcome it would be to run a contest giving prizes to the young people who secure the largest number of points, to be based on the number of months each subscriber pays. The first prize should be large enough to surprise the people with your generosity, and there should be other smaller prizes to go to those who fail to win the first one. These can be secured through your local merchants, payable in advertising. This plan will also add many new subscribers. Such a contest was fully described in THE INLAND PRINTER for July, 1910. Another plan which has been used successfully by publishers in clearing up an old list is to send out a letter calling attention to the postoffice ruling which does not allow a publisher to continue sending a paper beyond a certain number of months unless the subscription is paid.

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

An "Improvement" in Punctuation.

G. F. H., Montclair, New Jersey, proposes an "improvement," as follows: "I have noticed in the correspondence of some prominent men that the period is not placed at the end of the date-line or after paragraphs and the complimentary closing of letters, and I am writing to inquire whether this advanced step in punctuation, or rather the elimination of unnecessary punctuation, is now considered good form in correspondence. It has come under my observation that the period at the end of paragraphs and sentences has been eliminated from many social and business announcements and from much of the better class of advertising; and it occurred to me to be quite natural that this factor should follow in correspondence as a gradual development of progressive thought on these lines. I have carefully read several books on punctuation, and, although I have always adhered to the rules, I am almost persuaded that the final period is not necessary in business correspondence, as it must be apparent to every one that the thought is complete, and it seems unnecessary to indicate that fact by a dot which again conveys to the reader that 'this is the end.'"

Answer.— This is a notion with which the editor of this department has no sympathy. Punctuation has disappeared from display-matter very generally, but that seems to be pretty nearly the limit and a good limitation. It is no great hardship to make a dot at the end of a sentence, and it seems well to preserve this finishing touch. Some people may consider the elimination good form in correspondence, but it has not been adopted commonly enough for this editor to know of it.

Small Words in Heads.

T. M., Fowler, Indiana, writes: "Please print a list of the words like at, the, as, in, or, by, be, is, that, etc., that should be capitalized, and those not capitalized, in heads. Also state what the rule is in regard to capitalization of such words in headings."

Answer.— It is impracticable to make a list, because some such words should be sometimes one way, sometimes the other. The question arises most frequently in newspaper-work. Our newspapers seem to have adopted a fashion of capitalizing almost every word, without much regard for standard rules. Here are some head-lines as found in a paper of highest reputation, the New York *Sun*: "He Will Be a Member of the Convention and He Thinks it Would Be Indelicate to Vote For It." "Foundation Not Sufficiently Deep Under Part That Gave Way." "Wet Grounds Prevent Cubs From Playing." These all contain capitals that are not in accord with any rule that I know of. In my book on "Punctuation" I said: "The best rule for capitalization in headings seems to be, 'Capitalize all the important or emphatic words.' The best practice under this rule would be avoidance of strenuous effort toward inflexible application of it." When a short word is really one of the principal words it should be capitalized, but not when it is subordinate, as that, from, and all others like them usually are. Many style-books are without rules for headings, but some have them. A style-book issued by the United Typothetæ of America has no rule. "The Typographic Style-book," by W. B. McDermut, says: "Capitalize the principal words in titles of books, plays, etc., and in all manner of headings, display-lines, etc." The University of Chicago Press Manual of Style has a rule to capitalize "all the principal words (i. e., nouns, pronouns, adjectives, adverbs, verbs, first and last words) in English titles of publications," etc., which presumably would be applied there to headings. "All the principal words" is the commonest phrase in such rules, but some of them specify parts of speech, generally omitting prepositions. Sometimes a preposition is clearly one of the principal words, but usually prepositions, especially short ones, are not principal. It is a pity, but it does not seem wise to attempt a complete specification of words to be capitalized. Most of those who read my list if I made it according to my personal choice would immediately dissent.

Scot, Scotch, Scotchman, Scottish.

J. S., New York, writes: "Will you kindly settle the following question in dispute between our proofreader and a customer? Is a native of Scotland a Scot or a Scotchman? Is 'The best-laid plans of mice and men,' etc., an old Scot's or an old Scotch proverb? Our proofreader maintains that Scot and Scot's are correct, but the customer holds that they are interchangeable, and that Scotch and Scotchman are more generally used."

Answer.— This is strikingly an instance in which there should be no dispute between a proofreader and a customer. A man is a Scot or a Scotchman, and things or people are Scots or Scotch or Scottish, as you choose. But the form said to be preferred by the proofreader (Scot's) is not right for such use. It is correct only as the possessive of the noun Scot. The customer in this case was especially entitled to have his work done unquestioningly as it was written, for Scotch and Scotchman certainly are more generally used than the others. Why did not the proofreader consult a dictionary? Are we far from truth in guessing that it was because there was none in the office? No printing-office should be without a dictionary; but anybody could afford to retire if he had a dollar for each office that has none — that is, not counting the small books that are little better than nothing. Let us try to make this impressive. One of the most indispensable items in the plant of an adequately fitted printing-office is a large dic-

tionary of the English language; and the office that has dictionaries of all languages is better fitted than those which have them not. It is a deplorable fact that so many proofreaders have to work without a dictionary. But let us return to our muttons. Webster's New International Dictionary tells us that Scot means a Scotchman, that Scotch is simply Scottish shortened in form, that a Scotchman is a Scotsman, that a Scotsman is a Scotchman, and that Scottish means Scotch. Of course it gives fuller definitions, but these show conclusively that the words are interchangeable. Some set phrases always have Scots as an adjective, some have Scottish. Scotch in Webster has fifty phrases, while Scots and Scottish have four and five. The " old proverb " quoted is a saying in one of Burns's poems, that may or may not be a Scotch proverb, but is certainly not " Scot's," though some people might call it Scots. When a proofreader finds Scotch and Scotchman in copy, the one right thing for him to do is to have Scotch and Scotchman in the print. Likewise, he should leave Scots and Scotsman when they appear in copy. Except, of course, that every proofreader has a right to ask any one whether he does or does not prefer to change what is written, and to give his reason for suggesting the change. Then he should act according to the answer, whether it pleases him or not.

AN APOLOGY TO PRESIDENT LYNCH.

When the McNamara brothers were arrested in connection with the alleged dynamiting of the Los Angeles *Times* office, it was stated that one of them and a companion were printers. The editor of the *Michigan Tradesman* went a little further and declared that the dynamiters had received their inspiration from the office of Mr. Lynch, President of the International Typographical Union. That gentleman created a new precedent for trade-unionists, and instituted a suit against Editor Stowe of the *Tradesman*. The suit has not been brought to trial, and probably will not be, for in the *Tradesman* for October 4, we find the following editorial of withdrawal and apology:

" While the editor of the *Michigan Tradesman* was in the preliminary stages of the attack of typhoid fever, which so nearly ended his life's journey, and when the disease was proceeding to impair his mental and physical energy, his constant thought was still of this paper and its patrons, and he continued his labor upon its editorial pages until physical and mental distress and exhaustion compelled him to cease.

" During this time, without moral, but perhaps legal, responsibility he produced an article in the issue of October 5, 1910, headed ' The Fruits of Unionism.' This article, written under these circumstances, the *Tradesman* now considers one which would not have contained all the statements were it not for the editor's illness, and is, therefore, withdrawn, so far as the following statements are concerned.

" Our position relative to union labor and union leaders is well known and remains unchanged, but we respectfully withdraw the editorial mentioned and retract specifically the following statements therein contained, with apologies to James M. Lynch, President of the International Typographical Union:

" ' When the men who conceived and carried into execution the despicable crime at Los Angeles are finally apprehended it will be found that they received their inspiration from the office of James M. Lynch, President of the International Typographical Union, at Indianapolis.'

" Withdrawn and apologized for.

" ' Gompers and Lynch pretend to the newspapers that they abhor incendiarism and murder, but they preach it privately to their associates, and laugh behind their sleeves over the manner in which they dupe Graham Taylor, Lyman Abbott and other well-meaning men by pretending to be law-abiding citizens when they are constantly plotting against the lives of men who refuse to bow the knee to union bondage.'

" Withdrawn and apologized for.

" Without compromising its position maintained for years upon the subject of union labor and unionism, this paper does not intend to inflict personal injury upon any person without reference to whether the injured person is a union or nonunion man, and it respectfully does so in the case of James M. Lynch and Samuel Gompers, who were the subjects of the editorial of October 5, 1910."

STATUS OF THE COST COMMISSION.

It is quite natural that there should be some misunderstanding concerning the American Printers' Cost Commission when we remember the somewhat confused state of affairs when the Third International Cost Congress adjourned at Denver. One of its dying acts was to ask the United Typothetæ to take charge of the cost commission's work, and to have its meetings open to all printers. Then it was tacitly understood that the cost commission would not be appointed until after the membership had voted on the proposed constitution. The first rift in the lute was the announcement of the *U. T. A. Bulletin* to the effect that the cost commission had been appointed and would continue the work of the cost commission.

Shortly after the appearance of the *Bulletin* Mr. Morgan — who, by the way, was named as chairman of the Typothetæ committee — forwarded an announcement to the trade press which has the tone of being final and which continues the present commission until the new constitution is adopted. The inference is that if that code is not adopted the American Printers' Cost Commission will continue as heretofore. The announcement is as follows:

From the fact that some uncertainties exist as to the present status of the International Cost Congress and the American Printers' Cost Commission, it is hereby announced that the American Printers' Cost Commission, as elected at the Second International Cost Congress, in St. Louis, 1910, will continue in charge of the work until their successors are elected as provided in the proposed constitution and by-laws of the one international organization (provided said by-laws are adopted), and will arrange for the Fourth International Cost Congress.

During the interim, the necessary funds will be provided by the United Typothetæ of America until other arrangements are made.

J. A. Morgan,
Chairman, American Printers' Cost Commission.

COLOR SURPASSES LOGIC.

An American advertiser who has just returned from a tour abroad says that the Italian posters, in color harmony and general artistic effect, excel any he has ever seen elsewhere.

In Italy the poster is the most effective medium for reaching the masses, he says. The Italian temperament loves a riot of harmonious color, and the Italian, high or low, takes great enjoyment in the really excellent art found in the outdoor advertising there. A great part of the public never reads the newspaper or the illustrated weekly. But everybody reads the poster and is readier to buy the more satisfied it is with the pleasing effects of the poster presentation. In Italy, it is not " reason why " advertising. Hard logic doesn't sell goods there as here. People buy rather as a result of their emotions and impressions.— *Printers' Ink.*

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

An Interesting Specimen of Three-color Work.

(991.) A three-color plate, 6 by 8, printed on a Vandercook proof press, is received from the Technical Trade School at Rogersville, Tennessee. The color rendering and register are excellent and the work equals appearance of engravers' proofs, which is a high commendation. Pressmen have now a means of perfecting themselves in any phase of the trade, through the establishment of this school.

Making Cuts Type-high.

(985.) "Will you inform me if there is a small machine for making cuts and plates type-high by the use of a compound placed on the bed of the machine under the cut and then subjecting them to pressure to squeeze out the surplus?"

Answer.— Such a machine as you describe is made in England and is called Moles' plastic metal interlay. The outfit costs about $15. We do not know of any American agency for this machine.

A New Book of Art and Velvet Colored Inks.

(990.) Charles Hellmuth, inkmaker, of New York and Chicago, has recently issued a specimen-book of dull art colors. This book contains half-tone cuts displaying to advantage the adaptability of these colors to dull and glossy finished stock. The plates are well printed, showing the excellent working qualities of the inks. A number of pleasing tones and art shades are shown. The clean-working qualities testify to the care exercised and the precision that the making of inks has attained.

Excellent Color Specimens.

(984.) A splendid example of color-printing comes to us from the Maryland Color Printing Company, Baltimore, Maryland. This specimen is a sixty-four page booklet, with cover in colors and embossed sharply in high relief. A number of the pages are in colors representing fancy pastry and confectionery. These are rendered in colors most excellently. The pages are enclosed with a tint border, and gold for the illustrations. The pressman executing such work may well feel proud of his attainments, for it is excellent indeed.

Die-stamper Using Unsuitable Varnish.

(987.) Submits a sheet die-stamped on a hand machine. The gold ink used in the intaglio-engraved die is crushed out and surrounds the design of a wreath with a thin film that greatly mars the appearance of the work. The stationer writes: "Will you kindly tell me where my trouble is on this embossed work? It seems to run and blur around the edges of the die. I have tried wiping the die on the wipe paper, using very little turpentine on the paper. Have put turpentine on the paper and waited several hours before using same. That doesn't seem to stop the blurring of the die. Have used very little varnish in the ink and have used plenty of it, gradually working it up, or rather adding more to it. I use Japan drier for mixing in the ink. Is Japan drier the proper thing to use, or should we use the regular printers' varnish? The die is of steel and the counter is a hard die, made from tarboard, then beveled off close to the impression. I not only have the trouble in using the gold ink, but also while using other colors, like blue, red, etc. Have tried everything I can think of that might help."

Answer.— We believe you are using too much impression. This causes the hard counter-die to press the stock into the design, thus forcing out the ink, which is made too thin with unsuitable varnishes or other reducers. We suggest that you use the ink as stiff as possible, and do not use so much force as applied at present. Apply to the inkmaker or specialist for suitable varnishes and driers for such work. Try the work with less relief; this will not tend to squash the ink out of the incised lines forming the design. The wiping paper if used without turpentine should give better results, as it will not then give a thin film of ink next to the paper to spread out as soon as the raised surface of the counter-die presses the stock fully into the die.

Artificial Ultramarine Discovered by Accident.

In manufacturing soda by the Leblanc process, blue spots, quite like the natural ultramarine, were observed in the lining of the furnaces. This led to the discovery of a method of making the artificial ultramarine, one of the most valuable of the blue pigments. This discovery was made early in the last century. In 1828 Gmelin, a German chemist, succeeded in making this pigment and afterward published his method. In the same year, Guimet, a French chemist, also discovered a way of producing ultramarine, the method, however, being kept a secret. After these discoveries, green, violet and yellow ultramarines were made. However, none of these is of much importance to the printer except the green.

In the manufacture of ultramarine powdered kaolin, sodium sulphate and charcoal are finely pulverized and mixed together. The charcoal is necessary to reduce the sulphate to sulphid. The mixture is packed into crucibles having tight-fitting covers and is raised to a bright-red heat, which is maintained for about eight hours. It is allowed to cool slowly without access of air. The contents of the crucibles are a dull-green mass, which is ground and washed. This is ultramarine green. The green powder is subjected to a coloring process to produce the blue ultramarine. The powder is spread about one inch deep in shallow pans, and flour of sulphur is sifted over it. When

heated the sulphur ignites and is allowed to burn with access of air, and a crude blue results from this operation. The free sulphur is removed by washing and by boiling with a sodium sulphid solution. It is ground and legivated. This term applies to the method of separating a material into various degrees of fineness by allowing a solution to flow through a series of tanks. The heavy or coarse particles are the first to subside, and the finest particles are carried in suspension and deposited in the last tank. The subsidence of very fine pigments sometimes requires weeks.

To Even the Impression on a Platen.

(986.) A Texas printer writes: "Please inform me how to regulate the impression-screws on a Gordon press so that they will not need changing for each make-ready?"

Answer.— Place about four sheets of thin paper and one thick manila for a top sheet under the tympan bales. Under these put a piece of pressboard. Lock up in each corner of the chase a large metal letter — for example, a seventy-two point m. Set the clamps and pull an impression on a sheet of print or other thin paper. Set the impression-screws so that all four corners print uniform. If the forms vary in the amount of impression required, add or take away in the packing under the tympan. Unless a very tight squeeze is necessary there should be but little need of making alteration in the screws.

Sheets Tearing While Printing.

(983.) Submits a section of a packing for a newspaper press, which consists of a piece of pressboard, piece of rubber packing and a few sheets of print and a top sheet of manila. Also four copies of the paper referred to in the accompanying letter. Two of the copies of the paper were split and otherwise wrinkled as though the feeder had crowded them to the guides in feeding. The letter from the printer is as follows: "I am sending you under separate cover four copies of our paper, so that you will be able to ascertain the cause of the tearing of the sheet when it takes the impression. I imagine it is too much packing, but when I take it off, the impression is not sufficient. We have a two-revolution press with steel bearers. The cylinder moves up and down as it takes and leaves impression. I am enclosing the amount of packing on the cylinder and the order in which it is attached. I trust you can suggest something that will overcome the trouble."

Answer.— We have your letter and papers. We judge that some of the trouble is due to the feeder crowding the sheets to the guides, and when the grippers take hold of the buckled sheet it causes the stock to wrinkle and finally split. We suggest that you personally watch the sheets near the guides, and note if any are crowded at that point; then watch when the buckled sheet is flied out on the table and see if it is not torn. We have measured the packing you sent us and believe you can improve it. To that end we suggest the following: (1) Remove entire packing. (2) Put back the rubber, leaving off the pressboard. (3) Over the rubber attach a piece of drilling and reel it up tight; then go over it with a sponge and again reel it up tight. (4) Now add enough print paper to make the packing equal to the cylinder bearers. Lay a column-rule on edge across the tympan and on the cylinder bearers. (5) Place a top sheet, oiled on both sides, and have it reeled tight. (6) With the bed bearers off and the bed wiped clean, turn press over until the machine is taking impression. While in this position lower or raise the cylinder so that a large metal letter will have to be forced through between cylinder bearers and the bed beneath. This should be done on both sides and as evenly as possible. Put on the bearers and a form and try several sheets. Add or take off a few sheets of print as necessity directs. In giving directions of this kind at a distance it is more or less speculation, so we would like to know the results of our suggestions toward correcting the trouble you are contending with.

The following has since been received from our correspondent:

"In regard to a letter I wrote you some little time ago about our press, I wish to say that I tried your suggestion. I have found out that the feeder had something to do with the sheet tearing, as you stated, for I fed some myself, with the editor watching the sheets, and they did not tear. I want to thank you, with compound interest, for the information you gave me in regard to the trouble we were having with our press, for following your instructions the trouble has disappeared, and we are getting out our sheet without any tearing or any trouble whatever."

Printing on Pebbled Stock.

(988.) Submits a section of a handsomely printed booklet, and a small four-page folder, printed in two colors. The booklet has a title-page in colors and the type and half-tone pages are in black and tint. Both specimens are roughed in eggshell pattern. The printer writes as follows: "We are interested readers of your publication and would send our questions in the usual way to be answered in THE INLAND PRINTER, but time is an important element in the present case, and, if you would answer direct, we would esteem it a great favor. We have recently taken a piece of booklet work which requires pebbling, and as there is no machine in this place to do this work we have written an out-of-town firm for a price, and we are waiting for its reply. The work comprises 10M sheets 22 by 32 — 60, and 10M sheets 8½ by 10, equivalent to 22 by 32 — 80. One of the paper-houses could have it done for us before printing, at a reasonable price. Now what we wish to know is: (*a*) Is the sample enclosed pebbled before or after printing? (*b*) Is it practicable to print three-color half-tones on pebbled paper? (*c*) What would be a fair price for pebbling after printing, of the work outlined above? The folder sample enclosed is printed on pebbled stock. The blue is not yet printed, but the results can be seen from the two colors. Would you consider this as good as pebbling after printing?"

Answer.— The booklet was pebbled after printing. It is the usual plan to do so. The work you have started can be printed after pebbling, as the stock is not heavy. On an offset press it is possible to use even rougher paper than eggshell on account of the resiliency of the rubber used to transfer the ink to the paper. The cost of roughing in Chicago is $2.50 per thousand in ten-thousand lots, any size of stock up to the capacity of machine, $3 per thousand in lots of less than five thousand. The folder is well printed, considering that the stock is rough. The solids in the cut have not crushed the pebbling to any appreciable extent. The blue plate should have given no trouble, since the yellow and red printed so well. Considering that much of the better class of booklets and covers are now roughed, we believe that the installation of a roughing machine would be a paying investment in a city of the size mentioned by our correspondent. We will furnish particulars to makers of such machines on inquiry.

A Baffling Problem.

(989.) Submits a number of signatures of catalogues printed on 80 and 100 pound enamel stock. The specimens are good examples of printing; the half-tone cuts and type pages are well handled and are printed in straight black

ink. The occurrence of phantom stains somewhat mars the appearance of the work that is run on the 80-pound stock. These stains appear to penetrate the stock on some of the sheets, and on others the stain appears where the cuts on the succeeding sheet lie in contact with the preceding one. There is little or no offsetting. The printer writes, in part, as follows: "We send you under separate cover a number of catalogues and printed sheets from which you will understand the nature of the difficulty we are having in our pressroom. The inks used are of two standard makes which were used fresh from the can and have heretofore given good service. All of our black-ink work is run into trays and not slip-sheeted, as we have a gas flame rigged up on the delivery carriage. The paper with one exception is all 80-pound No. 1 enamel. One of the catalogues is on 100-pound stock and shows no stain, although printed with the same ink. You will also note that the 80-pound enamel is quite transparent, so much so that the illustrations show through plainly. This condition and phantom stains are causing us much worry, and we will appreciate any aid you can give us?"

This problem required some study, and after carefully considering the matter, as well as interviewing inkmakers and pressmen, we replied, and, among other things, suggested that the ink may have been mixed with another grade; also that there was a possibility that the paper had not been seasoned fully and that the vehicle of the ink was unduly absorbed by the stock where the stain appeared on the opposite side. We were of the opinion that the heat had something to do with the staining, but as the 100-pound stock did not exhibit any marks, this theory did not hold good. We suggested that the work be slip-sheeted as a remedy for the staining, but as some of the stains came through the stock, this plan would have little or no effect toward correcting it. Another letter brought the following additional information: "We have read with interest the theories advanced by the various pressmen and ink-dealers you had interviewed. Theory No. 1 was taken care of in our first letter, wherein we stated that all of the ink used in these experiments had been taken from newly opened cans. Theory No. 2 gives us a new idea, although we are not quite sure as to how much weight to give it. All stock we use is bought especially for its own job, and is seldom carried in stock more than three or four weeks. We have not been in the habit of opening stock before using it, as we are rather crowded for room. This stain has been troubling us for about six or eight weeks, yet we are handling the paper in exactly the same manner as before. We have never before had bad results from the using of stock as soon as we could get it out of the freight car. Occasionally, when time permitted, we have taken stock out of the case for a short spell of seasoning preparatory to a run of color-work, but never for any other purpose. We have tried running work with the gas flame and without, and find that there is no difference in the amount of stains on the same stock. Since we first wrote you we have received two lots of stock from the mill; one lot being No. 1, the other of the same grade as the 100-pound stock. As soon as these stocks came in, we opened up a case of each and run some proofs on each in black ink. The next morning both grades showed stains, the No. 1 showing it very strongly. We then had the paper-mill owner come up to help find the cause of trouble. He suggested that for some reason the coating is not seasoning as rapidly as usual. He is sure the superfine, which stained the least, was made a day or so earlier than the No. 1, which showed the stain so badly. Upon receiving his assurance that he would take back the stock in case seasoning did not remove the trouble, we at once proceeded to open the cases and put the stock on trucks. Now, here comes a poser. As the last case was being opened, we took a few sheets and ran them through the press together with a small lot of the same kind of stock which is one year old. On examination the next morning, we found not a particle of stain on either the old or the new stock. Apparently, everything in our press-room is exactly as it has been for weeks past. However, we are inclined to believe that the age of the stock has something to do with the stain. The mill owner tells us that one lot of paper which we used about two weeks ago, and which showed absolutely no stains, was exposed to the air for ten days in his sorting and packing room. We might add that slip-sheeting obviates all stain."

As the foregoing is an unusual case, and, as it now stands, the cause or causes for the stains are still undetermined, we will ask the opinion of ink and paper makers, also of pressmen, as to the causes that underlie such a strange occurrence as these light-brown stains. Owing to the difficulties attending a proper analysis of the trouble, we call on those who may have had similar difficulties to advance a plausible reason for such a disturbance. It may be stated further that suggestions were made to us that probably the coating or sizing of the stock had some connection with the trouble. As in the case of the first-mentioned theories, no conclusion has been reached that appears satisfactory, so we present the problem to our readers.

A NEWSPAPER ROMANCE.

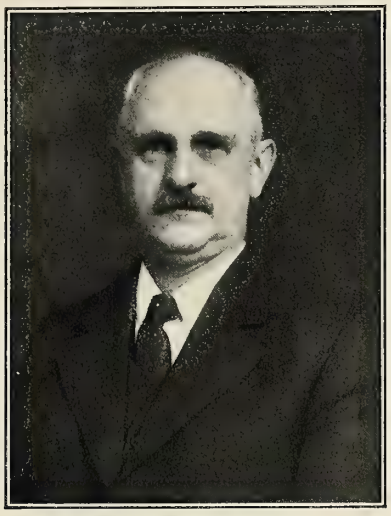
At a recent dinner tendered to Alden J. Blethen, proprietor of the Seattle *Times*, in celebration of his fifteenth anniversary as head of the paper, Mr. Blethen, who is a Thorndike (Me.) boy, told the story of his successes and failures — how from a reporter he became publisher and a large owner in the Kansas City *Daily Star*, selling out his interest for $100,000; how he went to Minneapolis, where fire in 1889 destroyed the Tribune building, causing a net loss of $100,000, and how he rebuilt only to be overwhelmed by the hard times of 1893-5; how, almost penniless and with a mountain of debts, he drifted to Seattle in 1896; how he got possession of a run-down and mortgaged newspaper plant, with the help of others, using a life-insurance policy as security; how with a loan by James J. Hill of $23,000 in the nick of time he paid off his notes in eighteen months; how in fifteen years he increased the gross income of the business from $60,000 to $1,071,000; how the plant originally worth about $10,000 could not now be replaced for $300,000 and how his consumption of print paper has increased from two hundred thousand pounds the first year to over twelve million pounds, etc. This is only an outline of Mr. Blethen's remarks, but it shows that his life's story is, as it has been called, "a newspaper romance." — *United States Paper Maker.*

PI AND WRONG FONTS.

Mart Snively was a passenger to Creston Monday to get his new eye. Mart met with an accident some time ago which necessitated the removal of one of his eyes and last week he broke his glass one. He had to order another one and went to Creston to get it. During this Mart had to use only one eye and that was not satisfactory, so he borrowed an eye of W. E. Fackler until his came. The one he got of Winn did not exactly match his own, and as a result Mart sported one black eye and one light blue. He said he did not care as long as he could see with them.— *Prescott (Iowa) Argus.*

IN HONOR OF ROBERT W. NELSON'S SIXTIETH BIRTHDAY.

ON September 20, the managers of the American Type Founders Company resident in Jersey City and New York city, with invited guests, including the representative of THE INLAND PRINTER, assembled to do honor to Robert Wickham Nelson, the president and general manager of the company, upon his sixtieth birthday. The function was a surprise to Mr. Nelson. A number of short speeches were made by Mr. Nelson's associates and visitors, all marked by admiration for the guest of honor. The keynote of the celebration was the evidence of thorough loyalty



ROBERT W. NELSON,

President and General Manager of the American Type Founders Company.

of the managers of the type company to their chief and the interests of the company, and, as each speaker narrated some characteristic incident of his relations with Mr. Nelson, it was discernible that the loyalty of the subordinates was simply the reflection of the loyalty of their chief to them. The sincerity and spontaneity of the honors awarded to Mr. Nelson were to the invited guests simply a confirmation of what each of them has observed in his contact with the large staff of managers at the general offices in Jersey City and the managers of the branches throughout the country.

Believing that our readers should know the man who is the dominating personality in the organization which is the most extensive in its dealings with the printers, the editor has prevailed upon one who is in close touch with Mr. Nelson to write an appreciation of his character and abilities. From personal knowledge and long-continued dealings with the subject of the following study, the editor gives it his most hearty endorsement.

A STUDY OF A CAPTAIN OF INDUSTRY.

It was with reluctance that I consented to undertake to write this appreciation of Robert W. Nelson, for the reason that (unavoidably) many eulogistic notices appear in printing-trade periodicals which have a strong flavor of advertisement. Such a notice would be utterly distasteful to Mr. Nelson, and to attempt it would be regarded as somewhat disrespectful.

Mr. Nelson first came into contact with types when he bought out a small country newspaper in Braidwood, Illinois, in 1877. He was then twenty-six years of age. His first occupation was that of clerk in a druggist's store. At twenty he started a coal business. From that venture until this time, every business Mr. Nelson has established is a success. The coal business still flourishes in the hands of a relative and that little paper in Braidwood developed into the Joliet *Daily News*, still vigorous under the ownership of James H. Ferris, one of Mr. Nelson's partners in founding the paper. Utilizing his experience in Joliet, Mr. Nelson, with two others, established the American Press Association, the combined capital of the trio amounting to $1,500. The American Press Association is to-day a great factor in American newspaperdom, and strong as the rock of Gibraltar. It was placed on that rock mainly by the exertions of Robert W. Nelson. Much of the profits he derived from the American Press Association were invested in the Thorne typesetting machine, a little while before the linotype machine was introduced. The unexpected introduction of the latter machine discounted all expectations of making the Thorne machine the tremendous success it would have been if separately-cast types had continued to be used in the newspapers. Notwithstanding this discouragement, the machine, being the best typesetting machine ever invented, is the last survivor of a long line of abandoned machines, and the company now making it has ample vitality and a not inconsiderable field. Mr. Nelson's judgment in buying the Thorne machine was fundamentally right, judged by conditions then existing, and his methods of manufacturing and merchandizing were sound, and account for the survival of the machine, although Mr. Nelson has not actively managed its affairs since 1894. He established a printing plant in New York city in 1890 to teach Thorne-machine operators, and, notwithstanding that the first use of the plant has been abandoned, the business of printing was so soundly established that it is to-day one of the larger successful plants in that city.

Thus all the work of his first twenty-three years still remains as evidence of his good judgment in establishing himself in new lines, and his ability to build his enterprises on foundations well and truly laid, and, therefore, permanent.

It was with this record of success to his credit that, in 1894, Mr. Nelson was reluctantly persuaded to assume the management of the American Type Founders Company, when it was on the verge of failure, and rent with internal factional disputes. When first approached he did not own any stock in the company; but when, after investigation, he convinced himself that good management would save the company and make it successful, he immediately invested in it the greater part of his fortune, being of that temperament which prohibited him from recommending to others any proposals which he would not himself venture on. In this he exhibited the courage and the squareness of conduct which are vital elements in his character. Within a year the inharmonious elements within the company had merged into one loyal following of the one man whom all factions came quickly to trust in implicitly; for Mr. Nelson, full of courage and undeviating in his principles, is yet a harmonizer of men, for men trust him instinctively, so open and frank and fair and reasonable are all his methods. He is the sort of party man who is admired by the opposite party, and thus soon obliterates party lines in the desire of all to achieve the common good.

Well, the American Type Founders Company is now thoroughly organized, covering the whole country and reaching out into foreign countries, and the printers have formed their judgment of it and the services it renders to them.

When Mr. Nelson assumed the management the competition with the company relied mainly on misstatements, buncombe appeals and personal abuse. These eccentricities were utterly disregarded, and Mr. Nelson's whole attention was given to the task of improving the methods of business and manufacture. Mr. Nelson is friendly to all legitimate competition and competitors. He has never in any degree antagonized any concern or person. He maps out his course, and moves forward on it, without shifting his course to pursue or punish any competitors. In the type business, since he came into it, some of his competitors have had a monopoly of aggressive tactics, and of most of these competitors it is written: They were. If the moths singe their wings, can the candle be blamed?

Mr. Nelson's breadth of view was disclosed by his action when Baltimore and (later) San Francisco went down in ruins. The branches of his company in both cities were totally destroyed. The instant the extent of San Francisco's loss was made known, he telegraphed the company's branches in Los Angeles, Portland and Seattle to ship all available machinery, types and material to San Francisco, and to send all clerks and salesmen. Trainloads of printing machinery and materials were shipped from the East, containing the entire stocks of several of the largest factories. A big circus tent was put up while the ruins were still aglow, and by Mr. Nelson's directions every printer in the city who had stood well on the books prior to the disaster was accepted as in good credit. By this action many printers were reëstablished in business who otherwise would not have been able to resume. Precisely the same policy was carried out earlier in Baltimore. It might be said this was a magnificent act of business. It did, indeed, prove profitable; but contrast it with the action of the competing house next in importance, which telegraphed its salesmen not to go to San Francisco, fearing it might acquire a number of bad debts. Mr. Nelson was really actuated by precisely the same spirit which possessed the leading business men of San Francisco, and without which the rehabilitation of that city would have been impossible. It was a time to think of character and to bank on previous credits rather than to exact the usual guarantees for credit. It was commercial statesmanship of a high order.

I wish the printers to realize that Mr. Nelson is one of the great men of the United States. His friends know that the type business is a small matter to him; he would be equally successful and popular at the head of the largest of our industries. He would make an ideal cabinet minister, or ambassador, and there is no office in the gift of the people which he could not amply fill. This is because he has executive ability of the highest order — the capacity to organize and to direct. As an executive, Mr. Nelson never seems to be a part of his organization, but rather to stand over it and control it, as an engineer controls his engine. The organization is his, and he is greater than it at all times. He relies upon his managers, yet he knows the condition of affairs in the territory of each better than any one of them. He avoids contact with details, but has at his command day by day every detail of every branch of his organization. Everything moves with clocklike regularity, yet no part of the process of business is allowed to become stereotyped. The same principles of administration will spell success everywhere and in all enterprises, whether of business or statesmanship. They are elementary to the characters of all great executives, and they are extremely rare.



Assembled in honor of R. W. Nelson, president of the American Type Founders Company, on his sixtieth birthday.

To be a manager under Mr. Nelson is accounted a privilege. Each manager is treated with the deference due to the chief representative of his company in his special territory or department. The "big stick" is never used, and cogent reasoning and positive demonstration supply its place. There is a peculiar impersonality in Mr. Nelson's method of deciding between conflicting views and in administering corrective methods which make the decision or correction palatable to the parties affected, because their legitimate *amour propré* is never offended. The managers are proud to be part of the organization, and the loyalty and good will thus engendered are among the great assets of the company. Harmony prevails where Mr. Nelson presides, for with the greatest firmness he is constantly amiable, judicial and sympathetic.

It is a favorite theory of this writer's that the characteristics of the really great are alike in all times and under all conditions. In the course of reading, since the editor requested this article, I happened upon a descrip-

tion of a man who lived in the first century of the Christian era. As it describes the character of Robert Wickham Nelson far more clearly than I am able to do, I have no hesitation in using it. "In him I observed mildness of temper and unchangeable resolution in the things which he had determined after due deliberation; and no vain-glory in those things which men call honors; and a love of labor and perseverance; and a readiness to listen to those who had anything to propose for the common good; and undeviating firmness in giving to every man according to his deserts; and a knowledge derived from experience of the occasions for vigorous action or for lenity. I observed, too, his habit of careful inquiry in all matters of deliberation, and his persistency, and that he never stopped his investigations through being satisfied with appearances which first present themselves; and that his disposition was to keep his friends, and not to be soon tired of them, nor yet to be extravagant in his affection; and to foresee things a long way off, and to provide for the least or the greatest without display; and to be ever watchful over the things which were necessary for administration, and to be a good manager of the expenditure; nor did he court men by trying to please them or by flattering those he had dealings with, but showed sobriety in all things and firmness, and never any mean thought or action; none of his merits were greater than his truthfulness; not even by indirection did he ever depart from truthtelling; and any exaggerations used by others in writing his proclamations [advertisements] he consistently repressed; no one ever had cause to doubt his word; every one who knew him acknowledged him to be a man, good and above flattery, able to manage his own and other men's affairs. He was also easy in conversation, and made himself agreeable without affectation. He was also most ready to give credit without envy to those who possessed any particular ability, and gave them his help, that each might enjoy reputation according to his deserts. There was in him nothing harsh, nor implacable, nor violent, nor, as one may say, anything carried to the sweating point, but he examined all things severally, as if he had abundance of time, and without confusion, in an orderly way, vigorously and consistently." Thus wrote the Emperor Marcus Aurelius Antoninus of his father and emperor, Antoninus Pius. As there were "great men before Agammenon," there have been many since, and in presenting this vivid picture of some of the qualities of greatness in Robert Wickham Nelson, which have made him loved as well as admired, no apology need be offered, for kings among men are no less uncommon in this land of democracy than in any other land.

JUST DON'T.

Do you feel you'd like to quit? Don't!
Get to feeling you don't fit? Don't!
Do you want to yell "all in"
'Cause your wind's a little thin
And you think you'll never win?
Don't!

There's a kick you want to make? Don't!
There's a head you want to break? Don't!
Do you feel you want to whine
Like a genuine canine
And send blue streaks down the line?
Well, Don't!

When you see a chance to duck, Don't!
When you want to chuck your luck, Don't!
Keep right on without a stop
And you'll surely show up on top,
If, just when you want to flop,
You Don't!

— *C. L. Armstrong, in The Fra.*

AN APPRECIATION FROM AUSTRALIA.

In the August number of THE INLAND PRINTER, we made editorial mention of a request from Australia for the privilege of adapting a number of the I. T. U. Course lessons in typography, and of our pleasure at being given an opportunity to aid this far-off government in its technical-education work. Thanking us for a favorable response, the I. T. U. Commission on Supplemental Trade Education is in receipt of two letters — one from J. W. Turner, superintendent of technical instruction, for the Department of Public Instruction, New South Wales, and the other from J. W. Barker, teacher in charge of the composing classes. While these letters are highly appreciated by THE INLAND PRINTER for their kind references to the work being accomplished by our magazine, we are more deeply affected by the tribute paid to the printers of this country and to the other progressive American workers for a higher standard of technical instruction. And in justice to these, we print below the letters:

SYDNEY, AUSTRALIA, August 25, 1911.

GENTLEMEN,— I desire to express my sincere and heartfelt appreciation of your intermediation with The Inland Printer Company and of their disinterestedness in permitting me the high privilege to adopt portions of the excellent lessons of the I. T. U. Course to be used for the betterment of the rising printers in this State.

The answer given to my request is far beyond my most sanguine hope, even though the action is so much in accord with the high principles expounded in the pages of THE INLAND PRINTER — "That printers should lead the world in trade education." It is certainly a highly satisfactory example of the precept, "Practice what you preach."

In asking you to accept my thanks and to tender them to The Inland Printer Company, I should also be gratified if you will express to the staff of the journal my admiration of the high standard that is reached in the articles coming under the editorial and departmental headings. I am a keen admirer of the exceptional and exhaustive way in which subjects are treated — results making it far and away the best journal in the interests of printing.

I am gratefully taking note of your kind offer "to help out," contained in the letter to myself, as well as the request in your communication to the secretary of the N. S. W. Typographical Association that you be kept informed as to the progress of the Course here — I am honored both with your kind offer and request and shall have pleasure in availing myself of the dual opportunity. Yours sincerely,

(Signed) J. W. BARKER,
Teacher-in-charge, Composing Classes.

SYDNEY, AUSTRALIA, August 26, 1911.

GENTLEMEN,— It affords me the fullest satisfaction to endorse the remarks contained in the accompanying letter from the teacher-in-charge of the composing classes at this college, regarding your disinterestedness in granting the request made by him with my cognizance.

For some years I have been a very great admirer of the trade-educational methods of America, and your action strengthens my impression of the courtesy shown me when, as a member of an educational commission, I visited your great country.

My ideals in regard to all sections of technical education are on an exalted plane, and in that connection much is looked for from printing.

Such help as you so generously have given aids very considerably in the achievement of the ideal, and my appreciation of your action is very real.

My felicitations to you, gentlemen, in the great good work you are so successfully engaged in, with which my personal well wishes are bracketed.

I have the honor to be, sir,

Your obedient servant,
(Signed) J. W. TURNER,
Superintendent of Technical Education.

JUMBO GEMS.

Weather damp and cold, and Ralph, our fifteen-year-old lad, has been down with the croup, kids all sick, the little dog has the sniffles, some of the neighbors' cats have had fits, one of our hogs broke down in the hip, most of the Gamble children are down with colds, and, to take the neighborhood as a whole, we are somewhat under the weather.— *Country correspondent in the Fowler (Kan.) Gazette.*

Written for THE INLAND PRINTER.

PRINTERS' PROBLEMS AND HOW TO SOLVE THEM.

BY JAMES A. BELL,
Treasurer and Manager, James A. Bell Company, Elkhart, Indiana.

IN considering this subject it is necessary to recognize "the element of time" in its relation to the productivity of printing plants, also the human element; especially the general run of employees, the journeymen and apprentices as well as the managers, superintendents and foremen, are very important factors to successful operation.

We are dealing with human nature, and an old adage says, "Man is by nature indolent or lazy," and that he will not put forth any more effort than is absolutely necessary to satisfy his wants. For this reason he tries to buy as cheap as he can and sell as dear as he can, and that the man with the greatest wants or ideals is invariably the most active and energetic. Therefore the energetic and active men usually advance to the places in industry that yield the greatest returns financially, and to secure and retain these advantages these types of men realize the necessity of "always being on the job." So with these types of men "the element of time" is ever present if they would retain their advantages. These are the men who almost invariably occupy the executive and supervisory positions, and are the ones upon whom employers are mostly dependent for satisfactory and profitable results from their business. This class of men do not equal much more than ten per cent of the number engaged in the printing business. Most of the others—about ninety per cent—are by nature indolent or lazy, and, their wants being less and their ideals different and lower, they seldom display even average energy, but seem to be satisfied with "things as they are," and have very little, if any, ambition to change things to "what they ought to be." They invariably agree with their fellow craftsmen that the wages are too low or the working hours too long, and they will, when deemed necessary, strike to secure these desired ends. And the ideals or desires, for which they are willing to make every sacrifice, are usually attained. But as soon as the desired end is secured they are again ready for the indolent state of mind, and remain in this state of mind until the active factors in their craft prod them into a realization that conditions must be improved again.

These observations of mine are not intended as a reflection upon our employees, but are for the sole purpose of setting forth what the obstacles are to securing the degree of efficiency we would all like to see in the printing business.

I am quite well aware that hundreds of instances can be cited to show that high averages have been and are being secured in many printing plants. In fact, I know of many such instances, but I find upon close investigation that nearly all of the best results are secured by the indefatigable efforts of the executive heads of such plants or their corps of foremen who constitute the force and who possess an extraordinary degree of executive ability, as well as all the other business qualifications essential to successful operation, and thus are able partially to counteract or neutralize the limitations or shortcomings of the ninety per cent.

But again "the element of time" must be reckoned with, as it almost invariably exacts its toll by the handicap it puts on human nature through mental and physical breakdowns (very frequently at a premature age). When such calamities occur to the executive head of the printing plant or the head of an important department, and especially the former, it becomes evident that this policy of "burning the candle at both ends" exacts a very heavy toll.

My observations of this phase of our line of business (and in fact every line of productive and mercantile business that is not anchored in monopoly or buttressed by patent laws, but is strictly competitive) teaches me that there are very few business concerns, large or small, that can lay claim to twenty years of continuous, successful business life, and if you will carefully examine the few who have successfully weathered the period of twenty years without failing, selling out to a trust or combine, or at a sacrifice, you will find these few successful ones are, generally speaking, consecrated to their business and have at all times subordinated nearly every desire in life to promote their business success.

Furthermore, this type of successful business man is not only singular and rare, but he seldom has sons who can or will qualify fully to meet the requirements of the business, and the processes of disintegration soon result in winding up or selling out the business.

This brings us to selling out the business. Here again "the element of time" must be considered in its effect on the value of our plants. It is seldom that our old plants are thoroughly modern, due to various causes, such as the natural one of wear and tear on the entire equipment, but chiefly due to the fact that the net profits of the business seldom warrant replacement or modernizing, and the "old man," after a fifteen or twenty year grind, with the limitations of age confronting him, and the ravages of competition emasculating him, commences to lose his nerve and is no longer willing to execute the necessary notes for the purchase of new equipment, and unless an angelic partner with the wherewithal can be found, the business continues until its assets are absorbed, and the inevitable sheriff (like the undertaker, who is always with us) does the rest.

This brief sketch of our business life may seem to be overdrawn, morbid or pessimistic, but those employers who have been in the harness or on the firing line for ten or more years and have had the burdens to bear, will, I think, agree with me that "the element of time" eventually brings these experiences to all.

These undesirable conditions, however, are not confined to the printing business, although I do not know another line of business where they are so general and affect so many people. But I have seen the statement very often that at least ninety-five per cent of all kinds of business ventures fail, and that not more than one-half of the five per cent of successful men ever become wealthy or lay aside a sufficient surplus to meet old-age requirements.

Now to what extent these conditions apply to employing printers I, of course, am not able to say. But having given much thought and study to these problems, I have within the past year arrived at a conclusion that satisfies me that if I would change the conditions as I see them, it will be necessary to change the rules by which we are governed.

I have therefore adopted (and operated for the past year under) a profit-sharing plan which will ultimate in a complete coöperative system as rapidly as our employees adapt themselves to it. We shall also need a special corporate charter from the State of Indiana to fully meet the requirements of our plan, as it is not possible to secure the ends desired under the present incorporative laws of any State in the Union.

Many readers may wonder why we are doing this, and what benefit we shall derive from it, or whether it is not

too much of a sacrifice, unsound or impractical, and many other doubts too numerous to mention. So, to answer these questions, I will briefly state what benefits, in my judgment, can be derived from it, which are as follows:

First. Economic justice and a clearer and better understanding on the part of all our employees of the relation of "the element of time" to their share of the profits.

Second. The proper appreciation of the value of all the material and equipment with which their work is done, and a keener understanding that carelessness and indifference have their certain effect in reducing profits, because "Any article produced in a printing plant contains but two elements, namely — material and time."

Third. It will produce better unity, harmony and fellowship throughout the plant, which are necessary elements in developing the highest average of efficiency, and at the same time lighten the burden of the foreman.

Fourth. Every normally and successfully conducted business must grow larger, and the growth requires the investment of most of the earnings, especially so for the first ten years or more. So by the coöperative plan it is possible to increase the profits, invest them in the growth requirements and thus make the plant capable of growing with its business possibilities. It also furnishes a means of enlightening our employees about business and financial matters in a very effective manner.

Fifth. It is a more enduring and self-perpetuating method of doing business, and will undoubtedly evolve the grade of intelligence necessary for us to lighten our duties and responsibilities, for we can then do so without so much of a sacrifice as we now encounter, where we are compelled to unload or sell out our interests.

Sixth. In case it is necessary to sell all or a part interest in a printing plant under present conditions, I believe it will be found exceedingly difficult to obtain a price in cash that would equal the physical value of the plant, because an average-sized plant represents such an amount that buyers with sufficient cash are not numerous, or already have all the business they can profitably manage, and stock exchanges seldom list stock certificates of printing plants. It, of course, would not be difficult to find a buyer who would be willing to buy on time, but can the owner afford to run the risk that such a sale involves?

On the other hand, with a coöperative plan I believe the best and most logical market would be the active and ambitious men in the plant, who by their past records as coöperators had demonstrated their ability to make good, and they would be conversant with the real value of the plant and its business possibilities.

Seventh. This plan will develop the saving habit among workmen by making apparent to them the cumulative earning power of money, thus stimulating their acquisitive faculties, and the plan, being broad enough to provide for the use of their savings also on an equitable basis, will result in soon placing a coöperative concern on a very strong financial footing.

Eighth. As matters stand to-day the relations between employer and employee are in a somewhat unsettled state, which is due to so many causes that it is impossible to cover the subject in a brief manner. But "the element of time," both working hours per week and time and a half for overtime, have been foremost factors along with the closed shop.

It is quite generally recognized by the public and conceded by the leading minds in labor unions that one of the principal objects of the shorter work-day is to make it necessary to employ more men to thus help solve the unemployment problem. It is also generally conceded by our leading authorities that the productive capacity of our printing plant is greatly in excess of the consumptive demand.

Now, in addition to the foregoing, I believe that what is known as the migratory movement is of equal, if not greater, importance, especially in abnormally increasing the overcrowded army of printing craftsmen. To illustrate my meaning I shall state my observations and experiences during the past twenty years, during which time I have been continuously located in Elkhart, Indiana, and have been obliged during that time to teach at least two hundred men how to feed platen and cylinder presses in order to keep our plant in successful operation. Most of these have migrated to the larger cities, attracted there by the prospect of higher wages principally, but also by the allurements of a big city. The result of this movement has been a constant increase in the army of unemployed in the cities, and their places are taken by young men from the farms, where at the present time an alarming scarcity of labor is noted.

Again "the element of time" has a hand in the affair, because superannuation will come to all, and the result of the constant migration is the displacement of the superannuated by the more energetic and active young men from all of the towns and small cities like Elkhart. It is true that most of the displaced men can not travel what I might call the Chicago pace, for age is bound to impair and reduce our vital forces, and unless the displaced man has been frugal and thrifty or healthy and vigorous enough in his prime to raise an average-sized family, he is likely to find himself in an inextricable fix.

Now what have the labor unions done so far to try and meet these problems — aside from reducing the working hours from ten to eight? And what have the employers done to meet these problems, except to be as considerate with their worn-out workers as competitive conditions would permit? Furthermore, is the life of a dependent parent a desirable one in all cases, and is the poorhouse or the Printers' Home inviting when either of the latter alternatives involves the necessity of severing all ties of friendship and association?

SOME FACTS ABOUT THE RELATIONS OF EMPLOYER AND EMPLOYEES NOT GENERALLY RECOGNIZED.

Every workman's time, as well as the employer's, applied to his work, has a cumulative value, because the joint effort of both properly applied is to satisfy a customer, and when successfully done establishes a relationship that brings to-morrow's business.

It is not possible to compute correctly the cumulative value in an increased wage, because it requires time to determine the value. Furthermore, if all of the earnings are paid out in wages and profits there will not be sufficient funds to meet growth requirements or replacement of worn-out machinery, etc.

For a printing plant to be successful the first requisite is satisfied customers; the second requisite is satisfied employees. To be able to meet the growing requirements of satisfied customers constantly requires additional equipment. Coöperation will contribute greatly toward securing the first and second requisites, and the resulting profits provide the means for the third one, and an equitable division of these profits in shares of stock until growth requirements are provided for; and cash dividends afterward should in time provide adequately for the material wants of declining years in independence.

Men do not usually wake up to a realization of the fact that life is not a joke, a dream or a grand promenade, until

they are thirty years of age or older. About this age the awakening takes place and duties of citizenship and parenthood become apparent, and the worth-while types get busy and mend their ways, quit dreaming, etc. About this age men so inclined embark in business and those who are rated as successful consecrate their lives, as it were, to make it win; such men are usually capable of fifteen or twenty years of good, hard, vigorous effort and usually acquire a competency, a good credit and a comfortable home of their own, also the average-size family. Too many, however, when success is attained and its fruits are available, gradually become influenced by the charms of society and clubs, contract expensive habits and modes of living which sap their energy and absorb their assets, and usually within ten years all they have left is the reputation of a good fellow, etc.; more proof of the old adage "that they could not eat their cake and keep it, too."

The second generation, or their children, have usually been reared in an indulgent sort of an atmosphere and associations likewise, and go in for culture or hilarity according to inclination. But these seldom regard work as anything but vulgar and deucedly disagreeable, "don't you know," and spend their lives in ways that never contribute anything of value in solving life's problems; but on the contrary are mostly responsible for the degeneracy and vice so prevalent and widespread.

The foregoing facts are all old and trite, and are but history repeating itself. But if we would prevent these undesirables we must remove the causes that create them. Coöperation will ultimately prevail, and when properly directed will eliminate all loafers and drones from the world's beehives and prevent them from securing any of the honey of material welfare and happiness, which rightfully belongs to those who produce it.

THE DETAILED PLAN SHOWING HOW WE EXPECT TO SOLVE PRINTERS' PROBLEMS.

The tables of figures shown herewith are all approximate, but are as near correct as it is possible to make them from a prospective standpoint. They are compiled from the results of a year's business prior to the starting of the profit-sharing plan, and to be more readily understood it is necessary to explain them, also other elements related thereto.

We had been keeping a very complete record of costs on all important jobs going through our plant for several years prior to the installation of the U. T. A. cost-finding system, and our method of estimating was to compute the costs as accurately as possible and then add twenty per cent profit to the cost total, which was our selling price. At the close of our business year, August 9, 1910, our gross sales for the year totaled $113,743.72, and the net profit was $13,662.27, or twelve per cent, leaving a difference of $9,099.49, or eight per cent, that could not be accounted for satisfactorily. Then we decided to adopt the profit-sharing plan, and we made the following proposal to our employees for the purpose of eliminating all the waste possible and to secure the maximum of efficiency. We told them what the percentage of waste had been and stated that we would prorate with all of the employees all of the profits made in excess of ten per cent net on the gross sales at the ratio that each one's total salary to the end of the business year would bear to the sum earned in excess of ten per cent. We also stated that we did not believe it would be possible to eliminate all of the waste, but we did think it would be possible to improve on the results for the past year, and we urged upon them the necessity of remembering that all of the material and equipment as well as their time represented money, and in this new relationship it would be more of their money than the firm's, because the firm could without any additional effort other than adherence to past methods of management secure the customary average profit.

Furthermore, that if they would demonstrate by the quality, quantity and character of their labor that they appreciated the opportunity presented to them, the firm would present for their consideration at the end of the profit-sharing period another plan that would be materially better in every respect than the profit-sharing plan, but that we would not be prepared to submit it until the results of the first step were known. We also stated that the firm would include about $27,000 gross sales that had been made prior to the announcement, and that we would close our books in six months, or on May 1, 1911, so that the trial period or first step would not be a long one.

We also employed legal talent for the purpose of determining what the legal aspects of our proposed coöperative policy would be. This was necessary, because we want the stock certificates to contain some provisions that ordinary certificates do not contain and are not provided for under present incorporative laws.

1. For every share of stock issued there shall be its equivalent in physical assets, so at the date of issue of the additional stock the net worth of the plant shall equal the par value of all stock issued. Also the cash value of the stock shall at all times be the value shown by the last annual inventory.

2. Whenever an employee shall desire to dispose of his stock he must agree to accept the last annual inventory valuation for his stock, and, in the event of his leaving the service for any cause, his stock must be cashed in so it will be available for purchase by his successor. (This provision, under present incorporative laws, is declared illegal by the courts.) Our desire is to prevent any one from participating in the profits who is not an employee, as none but those who earn the profits should share in them.

3. The purchase agreement shall be such that it will not be a debt in the legal sense that would permit the company to enforce payment by any other method than that provided by the earnings of the stock.

Tables Nos. 1, 2, 3, 4 and 5 show the method of distribution of the earnings and how the accounting is done by ordinary ledger accounts with each employee. There are but two tables shown to cover this, Nos. 4 and 5, but a separate account is opened with each employee.

As previously stated, this tabulation is taken from the year preceding the start on the profit-sharing coöperative plan, but is approximately correct as to our average yearly volume of business and net profits. The reader will note in Tables 4 and 5 that all the calculations are based on the same yearly average, and any business man knows that improved facilities have two decided advantages — namely, larger profits and an increased capacity. But the desire of the writer is to stay entirely within conservative lines in forecasting the possibilities of the coöperative plan, for, by so doing, it is not very likely to be less than the estimate, and has the additional possibility of a gratifying increase when the interested employees have fully adapted themselves to the coöperative plan.

There are other decided advantages to all engaged in the printing crafts that will undoubtedly accrue from the general adoption of the coöperative plan, which I shall briefly enumerate:

First and foremost is the incentive to employers and workmen, whose interests are mutual in every respect. Primarily because more than eighty per cent of the trade

secured each year comes from the satisfied customers, most of whom are of " the live and let live " type, and their normal inclination is to continue to deal with the people that treat them right in quality and service. Thereupon each employee will soon learn the necessary lesson that results (not promises or excuses) are what count in satisfying customers.

Second. It will greatly curtail the migratory movement of workmen, from apprentices to foremen, managers and salesmen, who by their migration have contributed greatly to the general demoralization of trade relations with the buyers of printed matter, and greatly increased the army of unemployed. Because " man is by nature constructive and destructive," and most men when they change their employers are keen to get all the business they can for the new employer, and seldom hesitate to solicit the trade of their former employer. This is generally known and called competition, while the correct name for it is demoralization or its equivalent, nonprofitable or dollar-trading prices. It is also responsible for a very large percentage of the overequipment of plants.

Third. Every established business will grow normally with the growth of the community and the growth of its patrons, provided the business receives the same general care and attention to details that the successful farmer and his family apply to their farm. All effort along these lines has a cumulative value to which all of the employees can and usually do contribute. It is therefore meet and just that an equitable basis of compensation in addition to wages be adopted that will cause workmen to realize that their rightly disposed efforts are appreciated properly and adequately, and when this is done the average of intelligence must and will rise to a point never before attained. For " knowledge is power," and through knowledge we also acquire wisdom and courage, both of which are necessary elements to guide us through the complexities of life. So when we reach that plane of understanding we shall have the business sense to know that competition between rival printing plants will not be on the matter of price as the primary principle, but on that quality and service as primary, and place price where it properly belongs, as secondary. Furthermore, under an equitable policy of coöperation the knowledge each man will acquire concerning the hazards and vicissitudes of business venture will do more to check the desire to embark in business than any other influence that can be brought to bear.

Because once a man is taught that permanent success is seldom achieved by other than the normal one of properly conducted constructive work, involving years of devoted and self-sacrificing effort, with the odds greatly against him, he will prefer to pull an oar on the sound and substantial ship guided by experience and wisdom than be captain of the smaller craft with all of its storms ahead. This policy will also help very materially in reducing the army of unemployed and the decided tendency toward overequipment, and will within a reasonably short time check the evil effects of jobless men and workless shops that at present cause all owners of printing plants much anxiety and unrest.

Fourth. In presenting the details shown in the tables there is one point I wish to lay particular emphasis upon, and that is pertaining to the gross sales and net profit. I have believed for many years that a charge for, or a quotation on, any job of printing costing over $10 should be based so that the profit should not be more than twenty per cent, or under no circumstances less than fifteen per cent net on the total of estimated cost when computed according to any modern cost-finding system devised or recommended by any of the employing printers' organizations. All of these cost-finding systems provide properly for the overhead expense, nonproductive time, depreciation, etc., and one year's record in any plant is sure to give very accurate records of costs upon which successful and profitable results are dependent. Gross sales should be as nearly equal to the capacity of the plant as it is possible to make them, in order to secure the best results. However, I do not believe it is necessary to indulge in a strenuous effort to obtain opportunities to figure on work, as that phase of the printing business is greatly overdone. Another point of great importance is: never increase the capacity of a plant by adding more machinery of any kind unless the normal growth compels it. A temporary surplus of work or securing a large contract from a new customer is seldom sufficient to justify such purchases.

TABLE No. 1.

Showing Gross Sales, Net Profits and Profit-sharing Apportionment, August 10, 1909, to August 9, 1910.

Gross sales		$113,743.72
Net profit, 12 per cent	13,662.27	
Company, 10 per cent	11,374.27	
To forty employees	$ 2,288.00	
Total pay-roll, fifty-two weeks		$26,000.00

DIVIDED AS FOLLOWS:

	Rate per Week.	Per Annum.	Share of Profits.
Ben Franklin	$12.00	$ 624.00	$ 54.91*
Rowe	9.00	468.00	41.18
Hackman	12.00	624.00	54.91
Kile	11.00	572.00	50.34
Beach	12.00	624.00	54.91
Dilts	12.00	624.00	54.91
Bertch	14.00	728.00	64.06
Sibbett	20.00	1,040.00	91.52*
Johnson	12.00	624.00	54.91
Kidder	7.00	364.00	32.04
Mills	7.00	364.00	32.04
And twenty-nine others		19,344.00	1,702.27
		$26,000.00	$2,288.00

TABLE No. 2.

August 9, 1910.

$13,662.27 net profit = 45 5-10 per cent on capital stock	$30,000,00
Increase of capital stock to equal invoice value	15,000.00
$13,662.27 net profit, 0.303 per cent on	$45,000.00
Stock to be issued to forty employees	15,000.00
$13,662.27 net profit, 0.227 per cent on	$60,000.00

TABLE No. 3.

$15,000.00 Allotment of Stock to Forty Employees Earning Per Year $26,000.00, Divided as Follows: 0.577 Each to Salary Earned.

	Salary Per Year.	
Ben Franklin	$ 624.00	$ 360.00
Rowe	468.00	270.00
Hackman	624.00	360.00
Kile	572.00	330.00
Beach	624.00	360.00
Dilts	624.00	360.00
Bertch	728.00	420.00
Sibbet	1,040.00	600.00
Johnson	624.00	360.00
Kidder	364.00	210.00
Mills	364.00	210.00
And twenty-nine others	$19,344.00	$11,160.00
	$26,000.00	$15,000.00

* These amounts are credited as first payment on stock purchase in Tables 4 and 5.

TABLE No. 4.

Showing the Ledger-account Debits and Credits for Five Years, the (Estimated) Period Necessary to Balance the Account, and Footnotes Showing the Estimated Inventory Value.

	John Doe.	Dr.	Cr.
Aug. 10, 1911.	Sixty shares, at $10.00 each	$600.00	
	By cash, August 9, 8 8-10 earnings		$ 91.52*
	By five-year note, 6 per cent		508.48
		$600.00	$600.00
	Accounts receivable	$508.48	
Aug. 9, 1912.	Interest	30.51	
Aug. 10, 1912.	0.227 per cent		$136.20
Aug. 9, 1913.	Interest on $402.79	24.17	
Aug. 10, 1913.	0.227 per cent		136.20
Aug. 9, 1914.	Interest on $290.76	17.45	
Aug. 10, 1914.	0.227 per cent		136.20
Aug. 9, 1915.	Interest on $172.01	10.32	
Aug. 10, 1915.	0.227 per cent		136.20
Aug. 9, 1916.	Interest on $46.13	2.77	
Aug. 10, 1916.	0.227 per cent		136.20
		$393.70	$681.00
			593.70
Aug. 10, 1916.	Due John Doe, in cash		$ 87.30

And he owns sixty shares in stock, par value $600.00; estimated invoice value, $900.00 in five years.

TABLE No. 5.

Similar to Table No. 4, Showing the Net Results Accruing to a Pressfeeder.

	Ben Franklin.	Dr.	Cr.
Aug. 10, 1911.	Thirty-six shares, at $10.00	$360.00	
	By cash, August 9, 8 8-10 earnings		$ 54.91*
	By five-year note, 6 per cent		305.09
		$360.00	$360.00
Aug. 10.	Accounts payable	$305.09	
Aug. 9, 1912.	Interest	18.30	
Aug. 10, 1912.	By 0.227 per cent		$ 81.72
Aug. 9, 1913.	Interest	14.50	
Aug. 10, 1913.	By 0.227 per cent		81.72
Aug. 9, 1914.	Interest	10.47	
Aug. 10, 1914.	By 0.227 per cent		81.72
Aug. 9, 1915.	Interest	7.19	
Aug. 10, 1915.	By 0.227 per cent		81.72
Aug. 9, 1916.	Interest	1.72	
Aug. 10, 1916.	By 0.227 per cent		81.72
		$357.27	$408.60
			357.27
Aug. 10, 1916.	Due Ben Franklin, in cash		$ 51.33

And he owns thirty-six shares stock, par value $360.00; estimated invoice value, $540.00 in five years.

The foregoing tables cover a period of five years, which is the period we estimate will be necessary to balance the stock purchase accounts. The reader will notice that the purchaser is charged with six per cent interest on the unpaid balance, while his credits are based on twenty-two per cent earning power of his allotment of stock. In case any employee should conclude to leave our employ before May 1, 1912, all he would be entitled to would be the amount of his share of the profits as credited on his account May 1, 1911. If, however, he should decide to leave any time after May 1, 1912, he would be entitled to the full amount of profit earned by his shares, less six per cent interest on his unpaid balance and the amount credited to him from the profit May 1, 1911, as shown by his ledger account.

When the five-year period is ended and the net results prove satisfactory to all parties, we can then take up and determine upon what policy to adopt for the next five years. If the employees desire to purchase more stock on an equitable basis of distribution, there will be no objection raised by the company. In any event the writer does not anticipate friction, because I have seen the most extreme radicals in nearly every sphere of life become quite cautious and conservative when confronted with the problems of responsibility or the realizing sense of duty or ownership.

The plan outlined herein is presented almost entirely from the standpoint of "Printers' Problems and How to Solve Them." But it is applicable to every line of competitive activity, from the hired man on the farm, the factory hands, the clerks in all kinds of stores, offices, banks, etc., and it is, in the opinion of the writer, the easiest way to establish a new relationship that will be as beneficial to the employer as the employee. Coöperation is being adopted in many forms and in many parts of the world, and is one of the most prolific themes used by present-day writers and thinkers. One of the oldest and most notably successful undertakings in the world's history is the Coöperative Society of England. The history of it and its present magnitude were given in the *Saturday Evening Post* some few months ago in two articles which contained about ten thousand words. I would advise any interested reader of this article who desires to obtain information covering every phase of the splendid results which have been derived from it, to try and secure copies of the *Saturday Evening Post* containing these articles.

Other notable examples of successful coöperation are the "Imprimerie Chaix," in Paris, one of the largest printing houses in Europe, employing 1,100 people; Proctor & Gamble, of Ivory Soap fame, of Cincinnati; the Bourne Mills, at Fall River, Massachusetts; the Nelson Manufacturing Company, of St. Louis, Missouri, and Leclair, Illinois. The latter also shares the net profits with its patrons. An interesting account of what coöperation has accomplished for the Mormons of Utah will be found in the *Saturday Evening Post* of September 30, 1911.

In view of these facts and the incalculable benefits thus derived, I believe the time has arrived for all employers and employees engaged in the Art Preservative of All Arts to give the subject early and thoughtful consideration, for upon the proper and equitable solution of this problem depend our future progress and welfare.

The accuracy of the statements made in this article can be proven readily by investigation. To state the facts briefly: Almost every line of competitive activity in this country to-day — including the professions — has been developed to such an extent that our productive and distributive or merchandizing capacity is from thirty-five per cent to one hundred per cent in excess of the average annual consumption or requirement. In brief, there are more doctors, lawyers, dentists, teachers, ministers, grocers, butchers, painters, printers, druggists, tailors, carpenters, masons, jewelers, bookkeepers, clerks, bankers, wagon and carriage makers, and all the other artisans too numerous to mention, than the demand for their services would keep profitably employed throughout each year.

The waste of time, labor and money in all lines of industry (except farming) is sufficient in itself to provide a splendid profit to all conscientious workers. These conditions are entirely due to ignorance of economic laws by a vast majority of the people engaged in competitive lines of industry, and these conditions were responsible for the formation of monopolies or trusts in many lines of productive activity. These trusts were formed ostensibly to stop the waste and losses. But the captains of these monopolized industries became saturated with greed, and have persisted in this course until to-day they are confronted

* These amounts are credited as first payment on stock purchase in Tables 4 and 5.

with the righteous wrath of the people throughout the land, and their finish is in sight. The stocks and bonds of their manufacture have ceased to be desirable investments for the buying public, because the public has learned how spurious they are. Furthermore, any monopoly is not only intolerable as a rule, but likewise indefensible, and under no circumstances is a monopoly of the printing business possible. Therefore I contend that coöperation is the necessary principle to conserve the interests of all persons engaged in competitive lines of industry. For we have pursued the policy of "the survival of the fittest" and its running-mate, "Self-preservation is the first law of nature," until to-day we are confronted with the alarming symptoms of the inefficiency of both, as well as the symptoms of monopolistic disorder.

We should, therefore, concern ourselves with ways and means that will enable us to remove the causes that produce these undesirable conditions; and before we can intelligently deal with these questions we must acquire the proficiency to put our own industry in economic order, thus showing by precept and example. The first requisite is to discard the exploiting fallacy and understand that "economic justice" is what the world needs — not charity, benevolence, socialism, paternalism, Carnegie libraries, foundations, nor superior intellect societies.

VIRGINIA PRINTERS' COST CONGRESS.

Seventy-five delegates, representing nearly every city and town of any consequence in the State, with about twenty-five other interested printers, made up the first Virginia Printers' Cost Congress, held in the Jefferson Hotel, Richmond, Virginia, October 5, 6 and 7.

On the first evening the printers of Richmond tendered an informal smoker to the visiting printers. This was a delightful affair and put everybody in the right frame of mind to enter heartily and enthusiastically into the first session of the convention the following morning.

The opening session was called to order by Chairman Edward L. Stone, of the preliminary committees. As his temporary secretary, Robert Mitchell, of Richmond, acted until the election of temporary officers.

After an opening prayer by Rev. F. T. McFaden, D. D., Hon. D. C. Richardson, mayor of Richmond, welcomed the convention in a very happy speech in which he alluded in complimentary terms to the employing printer as a public-spirited citizen. A response was made by John E. Burke, of Norfolk, who spoke feelingly of his affection for Richmond, his own home city. After the appointment of committees and while awaiting the report of the nominating body, the chairman, Mr. Stone, read a paper setting forth the purposes of the congress. Among other things, he said:

> If, as a result of this meeting, the information presented means more frequent gatherings of the Virginia printers, more frequent consultations, greater frankness, etc., and the conclusion reached that the "other printer," after all, is a fairly decent sort of a fellow, and that it is not always a fact that *he* is the one that is cutting prices, or using improper methods; that perhaps each one of us is at fault in *some* particular or other, and is willing to get the beam out of our own eye in one particular while the competitor is getting the mote out of his eye in another particular, and vice versa; then one of the purposes of this meeting will be accomplished.

At the conclusion of his paper the nominating committee reported the following nominees, who were elected as a body by the unanimous vote of the congress: President, E. L. Stone, Roanoke; vice-presidents, D. G. Whitehead, Richmond; J. O. Boatwright, Danville; J. E. Burke, Norfolk; L. H. Jenkins, Richmond; T. W. Preston, Bristol; secretary-treasurer, C. A. Zincke, Richmond. The following were appointed a committee on resolutions: John E. Burke, of Norfolk, chairman; J. M. Dulaney, of Lynchburg; T. W. Preston, of Bristol.

"What a Cost System Means to the Printer" was the title of the next paper, by J. M. Dulaney, of Lynchburg. Mr. Dulaney said that about ninety-eight per cent of the printing establishments which were begun in this country were failures. He attributes this to the lack of proper cost systems being employed by the plants. He also stated that it is difficult for a printer to obtain credit from supply houses unless he employed a cost system or gave evidence that he was able to operate his plant with a profit. "The day of guesswork for the printer in making prices is past," said the speaker. "If you go to your butcher and tell him you can buy beefsteak for 12½ cents at some other shop, he will tell you he is sorry, but you will have to buy at the cheaper place. Why can not we get the printing business on as decent a basis as that of the butcher, the baker and the candlestick-maker?"

Mr. Dulaney's address was followed by three-minute talks of individual experiences of some of those using the Standard Cost System.

The afternoon session was opened with an address by Franklin W. Heath, secretary of the United Typothetæ of America, Philadelphia, Pennsylvania, on "What Cost Systems Have Done for Other Sections of the Country — Expense of Installing and Maintaining Them." Mr. Heath declared that,

> First and foremost, I want to say to you in the most emphatic manner possible that the installation and maintenance of the United Typothetæ Association cost-finding system involves no expense whatever, in the sense that it necessitates expenditures for which we have nothing to show. Such outlay as there is, comes back to us in full, and when it comes back it brings with it a lot of ready cash in addition — so much cash, in fact, that our members are buying houses and lots, and, if their tastes run that way, automobiles and trips to Europe. If to use a cost system were a burden on the business no sane man would do it.

An address by Thomas Clemmitt, Jr., "Two Ways — the Old Way and the New," replete with logic and humor, was greatly enjoyed by the convention. In the absence of J. J. Stone, his paper on "Results from Using Cost System" was read by the chairman.

A letter from Henkell & Co., New Market, Shenandoah County, Virginia, enclosing book printed in 1806, was read and the ancient little volume attracted much attention. Addresses on "Benefits of Organization," by John C. Hill, Baltimore; "Cost Congresses," by John A. Morgan, Chicago; "A Profit Is Not without Honor," by J. Clyde Oswald, New York; "Results from Using the Standard Cost-finding System from My Point of View," by F. M. Acton, Philadelphia, all bristled with first-hand information and commanded the most earnest attention.

At the night session, Secretary Heath gave the delegates an illustrated lecture on the Standard Cost-finding System, which was very instructive to the printers present.

Delegates Preston, of Bristol, and Burke, of Norfolk, invited the convention to hold the next annual session in their respective cities. The matter was referred to the executive committee. The report of the Committee on Resolutions was adopted.

The convention was made a permanent organization, and the temporary officers were elected, after which the convention adjourned *sine die*.

A HARD JOB.

It is easy to hustle
From morn till night,
But it's hard to do nothing
And do it right.

— *Chicago Record-Herald.*

BIOGRAPHICAL SKETCH OF JAMES A. BELL.

James A. Bell, from whose pen we are presenting in this issue an interesting article on "Printers' Problems and How to Solve Them," was born at Hartford, Connecticut, in March, 1870. He is the son of Andrew Bell, a pressman known among the older generation of New York, Chicago and St. Louis printers as "Andy" Bell. The family moved to Chicago in 1875, later going to St. Louis. Young James secured his first employment with J. W. Middleton, on State street, Chicago, as a pressroom "devil." Removing to St. Louis, his father prevailed on "Sam" Jackson to take James on trial in the plant of the Times Printing Company. Mr. Jackson proved to be a good disciplinarian, and under his tutelage young Bell soon became a proficient



JAMES A. BELL,
Treasurer and Manager, James A. Bell Company,
Elkhart, Indiana.

pony-press feeder. Later he obtained employment under his father, who was foreman of the pressroom of the Great Western Printing Company. Here he remained several years, and then came to Chicago, in a box car — probably because he was too democratic to ride in a Pullman.

It was in Chicago that Bell, then only a boy, got his first experience in trade-union affairs. After working in all of the large Chicago printing plants as a press-feeder he was called out on strike in 1889. A few weeks later he left for St. Louis — broke. He did not remain in the Missouri city long — just about long enough to organize a strike because the employers would not shut down on Labor Day. Bell returned to the Windy City, and worked in a number of pressrooms, when his health failed and he was compelled to go south for several months. Coming back to Chicago, he secured a position as night clerk in a hotel on Clark street, remaining there until July, 1892, when he went to South Bend, Indiana, to take the position of foreman of the Tribune Printing Company's pressroom. While in South Bend, he joined the local typographical union, there being no pressman's organization at that place. About this time he got married, and shortly after went to Elkhart, Indiana, as foreman of the Mennonite Publishing Company's pressroom, continuing in this position two years. At this stage of his career James took a notion to go into the sawmill business, and, in five months, returned to the Mennonite Publishing Company, broke. Then he went into politics, and in three years resigned his position to run for representative in the State legislature, winding up with an empty pocketbook and no office.

After this experience Mr. Bell became manager of the Elkhart *Daily Truth*, resigning in about two years to become chairman of a political committee in the campaign of 1900. Politics seemed to be his hoodoo, however, and he again went broke. After two months' idleness he was made business manager of the Mennonite Publishing Company, later becoming receiver for the concern when, in 1904, a large Elkhart bank failed, placing the publishing company in financial straits.

It was at this time of his career that James A. Bell began to make his influence felt as an executive in business affairs. As an indication of how well he managed the receivership, the Mennonite Publishing Company was the only concern, among almost a dozen failing because of the bank crash, that came out of the receivership O. K.

Mr. Bell says: "The Mennonite Publishing Company has been paying five and six per cent interest on its entire debt and will, when the bond mortgage matures, pay its creditors in full, having already paid off over $70,000 of principal and $35,000 interest." He has not only shown uncommon ability as an executive: his integrity has never been questioned. In settling up with creditors as receiver he made it a point to settle first with those who could least afford to wait, letting the wealthy creditors wait until the widows and indigent people were paid off.

As a citizen, Mr. Bell has taken an active interest in all questions affecting the welfare of his city, and has been honored with appointment to high municipal office. As exalted ruler of Elkhart Lodge, No. 425, Brotherhood Protective Order of Elks, he again showed his ability as an executive officer. Through his efforts an Elks' temple was erected which surpasses anything of its kind in the State of Indiana. This was done with a lodge of only 325 members and a capital of $8,000. At the end of three years the temple was completed at a cost of $95,000, with a debt of only $48,000. In this period the lodge had gained $39,000 and 525 members, giving it a total membership of 850.

In March, 1908, Mr. Bell closed a contract with a board of ten members of the Mennonite Church for the sale of religious periodicals. This made necessary the forming of a new corporation, and W. J. Fleming and W. F. Moormaw, friends and customers of Mr. Bell, made a proposition to finance the concern, taking a third interest each and giving the other third to Mr. Bell in return for his experience and ability. This proposition was accepted, and the new corporation — the James A. Bell Company — began business on August 10, 1908.

The company met with such remarkable success from the very beginning that Mr. Bell decided that he could well afford to experiment with a coöperative plan, and on November 12, 1910, he made the announcement to his employers. Now after nearly a year, he declares it a complete success, as explained in his article appearing elsewhere in this issue of THE INLAND PRINTER.

LOST IN THE MAKING.

Some folks are so busy putting something by for a rainy day that they get little or no good out of pleasant weather.— *Edwin A. Abbey.*

Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Mounting Half-tones with Cement.

"We are etching half-tones on copper the thickness of card plates and consequently they can not be nailed to blocks. We cement them down with red lead. Do you know of any other adhesive?" is a query put to *Process Work*, and here is the reply:

"The following adhesive will answer the purpose well. It has been used for similar purposes with entire success:

Beeswax	2 parts.
Resin	1 part.
Venice turpentine	Q. S.

"The amount of Venice turpentine to be added is quite small. Its object is to prevent the wax composition from becoming brittle, which it has a tendency to do when very cold or when it has been used for several months. For use in hot weather none of this softener is required. The plate is simply laid down on a hot plate and the wax applied in lumps to the back till there is a good pool of it. The block is then pressed down and the whole removed to cool. The plate always can be lifted for underlaying by simply warming it. Surplus wax around the edges can be removed with turps., so also can the whole of the composition from the plate or mount. This composition should be cast into sticks for convenient handling. This is done by pouring on to a slab of iron into a pool and cutting through with a knife when nearly cold. Before pouring on the slab the composition should be strained through fine wire gauze to remove lumps or grit which exist in the raw materials."

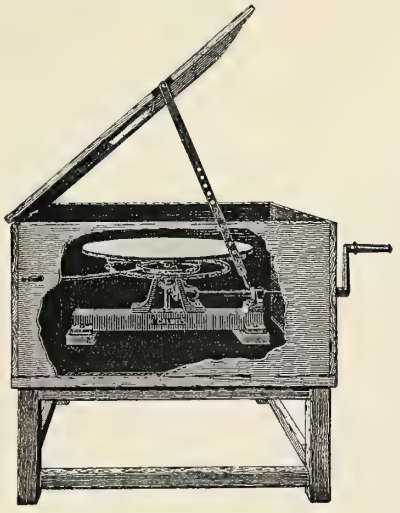
Gray Borders from Black Drawings.

"Photoengraver," Buenos Ayres, Argentine Republic, asks, among other questions, how the flat half-tone borders are made that are seen so much in our magazine advertisements.

Answer.— There are several methods of doing this, but the *British Journal of Photography* describes a most successful method so well that it is reprinted here: "Many of the illustrated weeklies are using occasionally a gray border around their half-tones that is very harmonious and attractive. On examination under a glass it is found that this border is made up of either fine lines or dots. The way these results are produced is to have the border design drawn in black ink on white board as for a line drawing; they are then focused to scale and photographed through a screen. Sufficient exposure is given to insure the high light (the white ground) being completely closed (the screen may be racked out to do this if desired, and then replaced in correct position). Then a piece of white blotting-paper is held up in front of the copy while exposure is made, with a small stop to give a dot all over the design. This gives a gray dot. If a line is wanted, the same procedure is adopted, but a slit stop is used, which gives a single line instead of a dot; or, of course, if a single-line screen is at hand, it may be used instead. The negative should be stripped and placed around the half-tone negative, so that picture and border may be etched as one block. These effects are sometimes described as two-color effects from one printing, though this is not strictly accurate, as there are not two colors, but simply two tones of one color."

Whirlers.

To get an even coating of the sensitizing solution on the metal, some form of whirler is necessary. Every operator has an idea for a whirler, and after it is constructed he finds he has another "think." Whirlers have been patented and manufacturers have put different styles on the market, but a satisfactory whirler has not yet been arrived at. If our readers know of one that is nearly perfect they should send a cut of it for publication in this department. In this country we prefer to whirl the plate face down over a ring of gas jets or other strong heat. This is usually done inside a large galvanized iron funnel or cylinder, to catch the splash of the sensitizing solution.



A FRENCH WHIRLER.

In France a whirler is called a "tournette," and is arranged to hold the plate face up. A recent pattern made by H. Calmels is shown, in which the machine is enclosed in a neat box which is closed while the plate is being whirled and dried. A light of glass in the cover permits the plate to be seen. Two rings of gas jets are under the turntable, so that the latter is quite hot when the metal plate is laid on it. A hard rubber or metal nozzle projects through the box by which a rubber hose can connect it with the gas supply.

Routing-cutters — Their Care and Use.

Mr. Vernon Royle gives in his latest booklet on routing-cutters some facts that every one owning or using a routing-machine should know. Here are a few extracts from his advice, gained after fifty years of experience. A word to the employer: Provide a good emery-wheel outfit — the best that you can buy. Keep your emery-wheel perfectly true. A black diamond is probably the best tool to use in truing up an emery-wheel. A cutter that is overheated in grinding and then dipped in water becomes hard, brittle and worthless. A small pot of clean water is an essential requirement in the equipment of an emery-wheel. When using an emery-wheel, dip your work into water frequently to avoid drawing the temper. In the sharpening of router-cutters preserve their original form — sharpen off the end of the blade. Cutters will work better, wear better, and last longer when sharpened from the end. Never sharpen off the face or flat side of flat cutters; this refers especially to Royle B and C cutters. A cutter with a very acute edge is not suitable for zinc. A certain amount of acuteness is necessary for working copper. A very acute form of cutter may be used on stereotype metal. A dull cutter usually leaves a burr in its path. A burr thrown up in the path of the cutter is evidence either that the cutter is dull, or that the clearance has been sharpened off. If you like a smooth bottom to your routing, give less clearance to the end of the cutter. Feed fine cutters much slower, proportionately, than large cutters. Keep your cutters sharp.



A FULL HOUSE.

Photo by R. R. Sallows, Goderich, Ontario, Canada.

The "Photoengravers' Bulletin."

The September number was the first to arrive, it being the second issue of this official journal of the International Association of Photoengravers. Louis Flader, the editor, is such a pronounced optimist that this publication is sure to be a joy. Its purpose is well told in these few sentences:

"Its object is to serve the best interests of every man connected with the photoengraving business. It shall ever strive to reduce to a minimum the vicious, ignorant and costly competition, encourage the use of illustrations and engravings, and point the way to better business methods and just profits on the part of its readers — the entire craft. The *Photoengravers' Bulletin* is not an agitator; it is an organizer. It does not tear down; it builds up. It does not engender strife; it promotes harmony. It stands for fair play and the square deal, and respects the laws of this great nation of ours."

President E. W. Houser and editor Flader are a combination that it is impossible to beat. They are practical men of large, original and progressive ideas, with the courage and force to carry them through successfully. So the International Association is in most competent hands, and, with its organ, is sure to succeed because it will deserve to.

Photography, Photographic Optics and Color Photography.

"Photography, Its Principles and Applications," by Alfred Watkins, F. R. P. S., is a recent publication of the D. Van Nostrand Company, New York. To those who have inquired for a book on pure photography, this one by Watkins can be recommended. Mr. Watkins is the maker of the exposure meter that bears his name, and he also has made long researches into development methods for the purpose of standardizing it; so that the work is written by a thoroughly practical man, and is not a compilation. Further, Mr. Watkins knows how to make his meaning clear to even the most nontechnical reader. So many process-workers take up dry-plate photography, either as a pastime or for profit, that this book will give them the latest correct information on the subject. Two hundred and forty pages of the book are given to describing the different photographic processes, and about one hundred pages to the application of these processes. This is the most interesting portion, for many of the applications are described here for the first time. The book is well illustrated and indexed, and is bound in cloth. The price is $2, and may be purchased through The Inland Printer Company.

"Photographic Optics and Color Photography," by Dr. G. Lindsay Johnson, also published by the D. Van Nostrand Company, may be said to supplement Watkins' book on photography, for it treats on the camera and lens in a most detailed manner. The special properties of the various makes of lenses and their uses in the camera and optical lantern are carefully described. It is the chapter on Color Photography that will interest readers of this department, though there is no reference to three-color processwork. There are five full-page illustrations from three-color blocks,

and one of them, a reproduction of an opal, is a most exquisite example of three-color process-block making. The work contains 304 pages, is bound in cloth, and the price is $3. May be purchased through The Inland Printer Company.

Photographing on Wood for Engravers.

Printing Company, Fostoria, Ohio, asks: "What are the best formulas for photographing on wood? We are having some difficulty with our method, which is as follows: First we pumice the block, then give it a couple of coatings with gelatin. After this we coat it with a mixture of zinc oxid and albumen. When this coating is on good and smooth, we sensitize it with silver nitrate and, after exposure, tone with gold and fix in hypo."

Answer.— The "best" formulas for photographing on wood would fill a book. The carbon process has been used;



A TIGHT FIT.

making a lantern-slide and transferring that to wood is another method; while some blacken the surface of the block with Higgins' waterproof ink and transfer on it a negative film that has been bleached with mercury. Probably the best procedure is as follows: The sides of the block are rubbed with heated wax, and the surface with rubber solution, this to keep moisture from the wood. Three solutions are kept in stock ready for use:

1. Gelatin, 16 grains to the ounce of water.
2. Nitrate of silver, 80 grains to the ounce of water.
3. Citric acid, 40 grains to the ounce of water.

The white of an egg is beaten to a froth and left standing over night. Now to sensitize the wood block, take —

White of egg	1 dram.
Gelatin solution	¼ dram.
Best zinc white	⅛ ounce.
Ammonium chlorid	5 grains.

Rub these into a paste in a glass mortar, and while rubbing drop slowly into the paste thirty minims of the citric-acid solution and thirty minims of the nitrate-of-silver solution. Paint this on the block, dry in the dark and print as usual. Tone and fix if you wish, though many simply fix and wash off the hypo. Dry the moisture from the block with soft chamois. This method gives a brilliant print, prevents the wood from being injured by moisture and leaves scarcely any film to interfere with the graver; all of which are requisites in the best procedure.

Photoengraving System Wanted.

"Manager," Printing and Engraving Works, Melbourne, Australia, writes: "You will remember our having correspondence in the past, which was of great service to us. I am writing you now to ask if you would be willing to supply me with a complete working engraving system, with full formulas for same, and what you would charge for it. My operator has left without warning. He learned his business here through a course of instructions I bought for him from the late Mr. Wolfe, of Dayton, Ohio. By last mail I sent to The Inland Printer Company for Amstutz' book, which, of course, will be very useful, but I recognize that one can not get everything for $3."

Answer.— To grant your request would mean the writing of a complete treatise on Photoengraving, for which there have been many demands, but even then you would find there was much special information not in the book, or much explanation necessary, for what is clear to one may be unintelligible to others. I would recommend that your new man get all the instruction he can from Amstutz' book, and then when he needs "first aid to the injured," let him write for the information he needs and enclose the $1 fee required for personal reply to each question. Queries reach this department in that manner from New Zealand as well as Manila.

Underlays—To Make Quickly.

"Prover," Cleveland, Ohio, asks: "Is there any quicker way to make and underlay for proving half-tones than the one in general use? My method is to pull proofs on at least two thicknesses of paper and then cut away the high lights to varying degrees in the two papers. Paste one on top of the other, in register, and then build up with additional paper on the solids. Of course each plate requires special treatment. My boss complains about the time I spend at this work, though he admits that I can get results from any old cut. Is there any photographic or other method that would be quicker?"

Answer.— The chalk overlay process would give you an underlay, on complicated subjects, in quicker time than you could cut underlays. You buy this paper, which is coated heavily on both sides with chalk. You register the plate on the bed of the press. Pull an impression on a sheet of super paper attached to the tympan. Ink the plate once more, lay a piece of this chalk paper on the plate and pull an impression, when the ink will offset from the tympan-sheet as well as print from the plate on both sides of the chalk-coated paper in exact register. Plunge the chalk paper in a weak solution of muriatic acid, when the chalk will dissolve away from the paper in proportion to the amount of ink upon it. Where the shadows are heaviest the chalk will not be affected, while in the highest lights the chalk will leave the paper. Blot off as much moisture as possible. Put the chalk paper in a moderately heated oven with good air circulation, or dry in any convenient manner, and use this chalk sheet under the plate instead of the ordinary cut-out underlay.

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Mergenthaler Company Sells Thompson Typecasters.

Ever since the introduction of the Thompson Typecaster, about three years ago, the Mergenthaler Linotype Company has watched its development, year by year, with particular interest, as its ability to cast individual type from all linotype matrices made it a valuable auxiliary to the Linotype. This typecaster has gone into extensive use at home and abroad, and there are over forty Thompson Typecasters now used in various parts of the world. The demand for a typecasting machine to supplement the Linotype has become so insistent that the Mergenthaler Linotype Company has acquired the sole selling agency for the Thompson Typecaster in North and South America, the West Indies, Hawaii and the Philippines, and henceforth will handle this machine through its various branch houses. This is the only typecaster that can cast type or logotypes from all linotype matrices from five to forty-two point. The same machine also casts type, up to forty-eight points in size, from Compositype and special electrotype matrices, which the Thompson Type Machine Company makes, in all styles and faces.

Accuracy of Slugs.

A New Jersey operator writes: "I am not a linotype operator, but in my capacity as a stonehand I handle quite a little of the product of a linotype machine. If you will kindly set me right in the following matter I will thank you very much: We have recently been having trouble with the linotype slugs going off their feet on the press. When the micrometer was applied it showed that the slugs were not as thick at the bottom as at the top. The slugs were six-point solid, 13½ ems wide, made up two columns, page 28 by 39 picas. I contended that had the slugs been of equal thickness throughout they would lock up squarely and stay on their feet on the press. Our machinist-operator contended that a slug should be slightly thinner at the bottom to allow for the 'squeeze' and that his opinion coincided with that of an expert employed by the linotype company. It seems to me that if a slug is purposely made thinner at any point to allow for the 'squeeze' it should be at the top instead of the bottom, as most of the squeeze of the lock-up is applied nearer the bottom than the top. But in the face of expert opinion I hardly felt justified in advancing my own opinion, and, therefore, have appealed to you. If I am wrong in the opinion that slugs should micrometer to the same thickness throughout in order to lock up square and stay on their feet, I would like to hear from one in whose judgment I have confidence."

Answer.— The fact that the slugs are thicker at the top than at the bottom shows that the knife adjustment on the machine is not set correctly. Your contention is correct regarding slugs. They should be of equal thickness on ribs at top and bottom. The operator and expert should know that the function of the trimming-knives is to give equal thickness to the slugs at top and bottom, for they can not be set to trim the slug thin at the bottom and thick at the top. It is only when the knife which should trim the smooth side of the slug is not set close enough to remove the overhanging face, that slugs show a taper from top to bottom.

Melting Linotype Metal.

A Canadian operator writes: "I would like to be informed as to the best possible means of remelting my metal. I have a new machine on hand. I have been using a standard linotype metal. It has nearly run out and I have just received a furnace to recast metal, but as I have only the slugs to put in the pot, I would like to melt these and would like to know if I should be obliged to put any other preparation or ingredient to have a proper metal equivalent to the metal I am using now."

Answer.— Fill pot to the top with the slugs and have the heat so arranged that you can lower the temperature when fusion takes place. You should watch the metal and when melted add some tallow — about one pound to five hundred pounds of metal. Stir the metal with a flat stick, and with a skimmer remove the dust that will be found on the surface. This dust is poisonous and should be carefully deposited in a box or barrel. It may be sold later. To get an approximate idea of the temperature, take a piece of paper folded and dip quickly into the metal. If it is slightly discolored on the edges, the metal is not too hot; if, however, the paper is discolored greatly and the edges charred, it is too hot, and the heat should be reduced at once. Stir frequently while pouring into molds, and keep the temperature as low as possible. After the metal is in use about six months you may need to add tempering metal. To do this, send a small pig of metal to your metal dealer and state how much metal you have on hand, and ask him to send the required amount of tempering metal with directions for use. Follow the directions that will be furnished with your metal.

Movements of Mold-disk.

An operator writes: "To settle an argument, I will ask you to state how many movements the mold-disk has."

Answer.— The mold-disk has thirteen normal movements, and at times has several abnormal movements, as follows: (1) Disk turns one-fourth revolution; movement given by short segment. (2) Disk moves forward on locking studs; movement given by gear cam operating on mold-slide lever. (3) Disk rises seven-thousandths of an inch; movement given by locking studs entering mold-disk bushings. (4) Disk moves forward ten-thousandths of an inch; movement given by first pot-cam shoe; purpose of

movement is face alignment of matrix line. (5) Disk retreats a trifle; movement is permitted by the pot retreat after face alignment. (6) Disk moves forward to lock up for cast; movement is caused by the second pot-cam shoe. (7) Disk retreats from locking studs; movement is caused by mold-slide cam. (8) Disk descends seven-thousandths of an inch; movement is by gravitation. (9) Disk rotates three-quarters of a revolution; movement is caused by large segment in cam No. 2. (10) Disk moves forward on locking studs for ejectment of slug; movement is from mold-slide cam. (11) Disk rises seven-thousandths of an inch, as in number three. (12) Disk retreats off of the locking studs, as in number seven. (13) Disk descends seven-thousandths of an inch, as in number eight. The abnormal movements are various and are from different causes. The looseness of the mold-driving pinion-friction clamps or brake will cause the disk to chatter or vibrate on coming to a stop in movement one and movement nine. If the square block facing on the mold-turning bevel pinion is worn, or the shoes on cam No. 2 need adjusting, the mold-disk will turn too far to align the locking studs and bushings. This will occur on movements one and nine. If the mold slide cam surface is worn, the forward movement of the mold-disk (tenth movement) is not sufficient to bring the mold-disk bushing in contact firmly with the washer on the right locking stud, and as a result the disk receives another movement forward at the moment the ejector blade strikes the base of the slug. The last abnormal movement possible is caused by the short segment striking the mold-turning bevel pinion, causing the disk to have a slight movement toward the left. This movement occurs just as the machine stops at normal position and is caused on old-style machines having a worn automatic stop catch in conjunction with a gummy or tight clutch. On machines having new-style stopping pawl and stop lever, the movement of the disk is similar, but is caused by a loose nut on the screw in the upper stop lever. This allows the screw to turn out, which permits the cams to turn over farther, which causes the contact of the short segment and mold-disk bevel pinion.

Various Adjustments.

An Eastern correspondent writes: "I have a copy of 'Mechanism of the Linotype,' in which you invite machinists to write for assistance when in difficulty. (1) I have trouble with metal sticking to mold. (2) Also give correct adjustment for first elevator to prevent it going up too hard. (3) What is best way to take care of mold? (4) How do you correct adjustment when a line is sent in? Works fairly well outside of this. (5) What is best way to clean the keyboard?"

Answer.—(1) To prevent metal adhering to the back of the mold you should apply a mold-wiper. Order F-925 from the Mergenthaler Company and attach it. You will have no further trouble. Scrape the metal from the mold with a sharp piece of brass rule. (2) If the first elevator seats in the top guide with more than ordinary noise, you can remedy this by rubbing graphite on the duplex-rail levers, on the upper end, and on the front of the top-guide bar. This will reduce the friction, and allow the elevator to seat more quietly. It will not be noiseless, however. (3) The mold should be occasionally removed and the metal scraped off. Or it should be coated with blue ointment and allowed to stand over night. This treatment will remove the metal. The liners should be treated in like manner. When it is ready to assemble, the parts may be rubbed with graphite. (4) If the starting lever moves out when the machine starts or stops, it indicates a clutch trouble. Remove the clutch and clean the shoes with gasoline. Clean inner surface of pulleys also. Put a few drops of oil in the pulley cups and see that the pulley revolves freely. If the trouble continues it may indicate that the leather shoes are packed too high, or that the screw in the lower stop-lever is loose or turned out too far. (5) To clean the entire keyboard, it should be removed from the machine. Lock the verges. Remove the cam-frame covers and cam frames. Remove the screws from the lower guide plate on the front of the board and the spring plate on the back. These parts will remain suspended by the keyrod hooks and springs. Disconnect the assembler-elevator link from the elevator. Remove the screws that attach the keyboard to the machine frame, and tilt the board so that the dowels in the posts do not catch on the lower spring plate. Take out the fulcrum rods and remove all the levers. Polish the sides of the forward end of each lever with fine emery-cloth and afterward with graphite. Clean the slots on the keyboard by inserting a strip of fine emery-cloth on a piece of brass rule. Polish fulcrum rods and graphite the surface. Remove keybars and polish sides and edges with graphite, with a cloth or brush. Do not use oil in any way. Clean upper and lower guides of the keybars and the banking on bars. Withdraw the pivoting wires of cam yokes and triggers and remove these parts. Clean them by immersing in gasoline, if they are very foul; if not, clean the ends of the yokes with gasoline on a cloth. Polish the triggers on the sides on a piece of crocus cloth and then rub them on a graphited cloth. Oil the cam pivots with clock oil. Sharpen or clean the milled edge of the cams so that they will bite the roll and consequently rotate immediately on contact, thus preventing transpositions or slow response. Polish the cam yoke and trigger-pivoting wires with crocus cloth and rub a slight film of oil on each; this prevents rusting. In assembling, first put in the bottom row of key-levers and fulcrum rod and continue in that order till all are replaced. The keyboard may easily be placed in position by raising the back end of keyboard a trifle. Attach the banking bar and guard before placing the board lever. Put in triggers first and pass the wire through each one as it is in position. Lock triggers with wire in upper hole in the bracket. The screws holding the brackets to the frame should not be tight but brought only to a bearing. Place the cam yokes in position and put in the pivoting wire. The surface of the rolls should be roughened with coarse flint or emery-paper before they are put in the frames. The keyboard may now be attached to the frame of machine and the lower guide and spring plates secured in place by screws to the keyboard posts. The cam frame may now be put in place and the trigger-locking wires removed. After the verges are unlocked and the keyboard belt is attached and the covers and other parts are put in place, the operation is ended.

Recent Patents on Composing Machinery.

Magazine Rack.— W. H. Scharf, Montreal, Can., assignor to Mergenthaler Linotype Company, New York. Filed February 26, 1907. Issued October 10, 1911. No. 1,005,325.

Slug Mold.— A. W. LeBoeuf, Woonsocket, R. I., assignor to Electric Compositor Company, New York. Filed April 23, 1909. Issued October 10, 1911. No. 1,005,438.

Slug Mold.— D. Petri Palmedo, Hoboken, N. J., assignor to Electric Compositor Company, New York. Filed September 24, 1909. Issued October 10, 1911. No. 1,005,463.

Four-letter Linotype Matrix.— K. S. Reist and S. B. Batsford, Berkeley, Cal. Filed July 26, 1909. Issued October 10, 1911. No. 1,005,576.

Adjustable Linotype Mold.— L. Hurley and C. A. Brewton, Washington, D. C. Filed March 22, 1911. Issued September 26, 1911. No. 1,004,030.

Linotype Keyboard Shift Mechanism.— H. Degener, Berlin, Germany. Filed June 8, 1911. Issued September 26, 1911. No. 1,004,386.

Type-assembling Device.— J. Steel, Little Falls, N. J. Filed January 4, 1909. Issued October 3, 1911. No. 1,004,601.

Linotype Machine.— W. H. Scharf, Montreal, Can., assignor to Mergenthaler Linotype Company, New York. Filed December 19, 1904. Issued October 10, 1911. No. 1,005,324.

Specimens

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

J. L. FRAZIER, Lawrence, Kansas.— The little hanger is very nicely gotten up, both in type arrangement and the selection of colors.

J. SMITH, Ravenna, Ohio.— Both the blotter and the letter-head are very pleasingly gotten up and we find nothing to criticize in either of them.

B. E. WEST, Kent, Washington.— The monogram which you have made by running the script letters over each other is an original idea and very pleasing.

W. DICKSON, Uvalde, Texas.— Both of the letter-heads are good, although we would suggest blue and orange, rather than blue and red, as a color combination.

THE program of the Virginia Printers' Cost Congress, held at Richmond, Virginia, is an exceptionally high-class piece of printing and embossing in gold and colors.

JOE B. SUBLETT, Bowling Green, Kentucky.— With the exception of the fact that the ornament is rather strong in tone, the letter-head design is very satisfactory.

L. H. DINSCH, New Hampton, Iowa.— The bill-head is very good in arrangement, and the use of the embossing adds much to its otherwise good appearance.

THE booklet is well printed, and is in itself an excellent exposition of the ability of this firm to do high-class work.

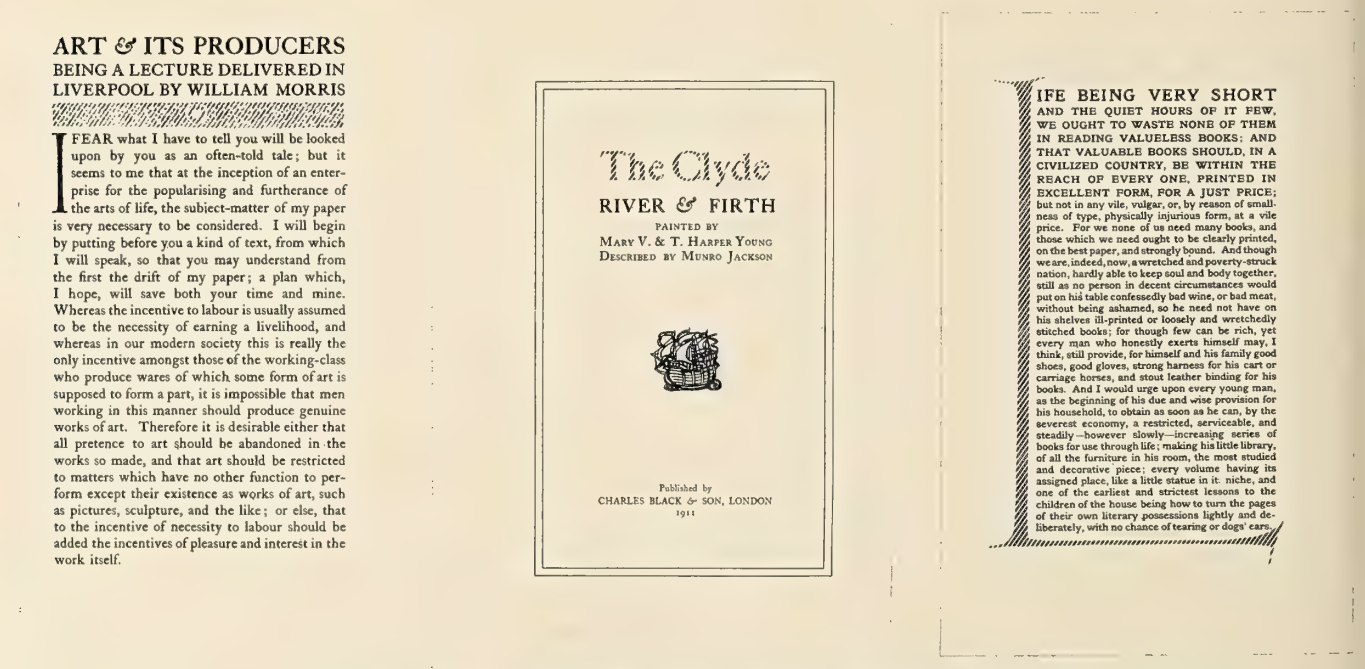
THE program of the seventh annual excursion of the employees of the Stovel Company, Winnipeg, Canada, is an interesting design, being die-cut in the shape of a canoe.

E. F. MCGINNIS, Lewistown, Montana.— The corner-card is an exceptionally clever arrangement, and your use of the initial letters at the ends of the lines is very pleasing.

THE Clover Press, New York city.—The motto card is quite striking and should prove excellent advertising. We find no criticism to offer on the manner in which it is gotten up.

FROM R. I. Clegg, of The Gardiner Printing Company, Cleveland, we have received a copy of a handsome catalogue printed for the W. C. Heller Company. The design and printing are excellent.

FROM Chas. W. Gamble, Director of the Photography and Printing Course Department of the Municipal School of Technology, Manchester, England, we have received a booklet of examples of the work of students during the past year. The specimens are, in nearly every instance, excellent in design, and show a marked improvement over former work of this school. We show herewith several examples taken from the book. We also received from Mr. Gamble a copy of *The Stick*, a booklet journal for the student printers, gotten up at the Manchester school.



Work of students in the Municipal School of Technology, Manchester, England.

E. L. HOWARD, Maryville, Missouri.— Your commercial specimens are all very nicely arranged, the letter-head for the public library being a pleasing conception.

WALTER A. NOBLE, Fort D. A. Russell, Wyoming.— The circular is well arranged, especially when one considers the remarkably short time in which it was gotten together.

THE H. L. & W. B. Drew Company, Jacksonville, Florida, have issued a booklet descriptive of their plant, containing excellent half-tone illustrations of various departments.

WE have received from Mr. John Cotton Dana, Librarian of the Free Public Library, of Newark, New Jersey, a printed list of books and periodicals gotten up by this library and intended to furnish to those interested in the printing business the information which they may require regarding

the different branches. The book is neatly gotten up and speaks well for Mr. Dana's enterprise and conception of what is needed to further the study of printing.

EDWARD A. VOGTS, Laurel, Maryland.— The page is fairly well arranged, although the squaring-up of the group underneath the ornament has necessitated the use of too many different type faces and sizes.

AMONG an unusual assortment of clever conceptions of Stutes, of Spokane, we note two business cards that are exceptionally pleasing, and reproductions of which we show herewith. Both are printed in two colors of mottled stock and the effect is very satisfactory. Other specimens from the Stutes Printing Concern are excellent and call for no criticism.



Attractive business cards by Stutes, of Spokane.

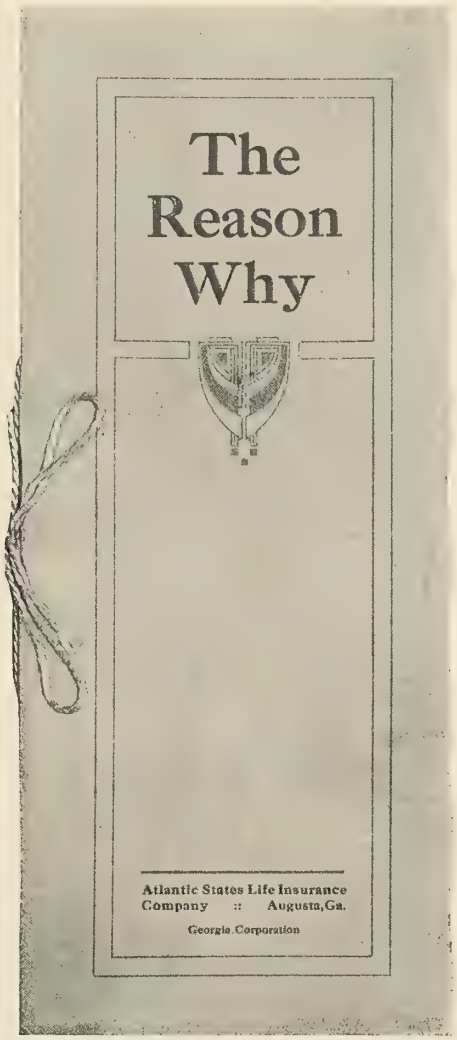
WE have received from the Standard Printing Company, Providence, Rhode Island, an exceptionally neat four-page folder, printed in colors on hand-made paper, and announcing the removal into new quarters.

FROM H. W. Leggett, Ottawa, Canada, we have received a booklet-cover design, lettered in a decorative gothic letter and attractively printed in black and brown on light-brown stock. The whole effect is very pleasing.

ROBERT A. BANCH, Kansas City, Kansas.— The commercial specimens are excellent, the color combinations being good throughout and the type arrangements very pleasing. The letter-head for the theater is unusually clever.

A BOOKLET from the Pratt & Lambert Varnish Company, devoted to the exploitation of "Vitralite," is an unusually interesting piece of type-design, in color. With the exception of the fact that the color used for the border is just a trifle strong, we have no criticism to offer on the manner in which it is gotten up.

I. T. U. Course in Printing. Among the interesting typographical designs is an unusual bill-head arrangement for the Brown-Searle Printing Company, a reproduction of which we show herewith.



A handsome cover by Chas. E. Wing, Augusta, Georgia.

CHAS. E. WING, Augusta, Georgia.— The booklet which you have sent for criticism is very nicely gotten up, although personally we do not care for the rule arrangement which you have used on the inner pages, and feel that rules surrounding the type would have been much more satisfactory. The cover is an exceptionally handsome piece of type-design and embossing, and we show herewith a reproduction of it.



An interesting bill-head design by Ernest E. Adams, Toronto, Ontario.

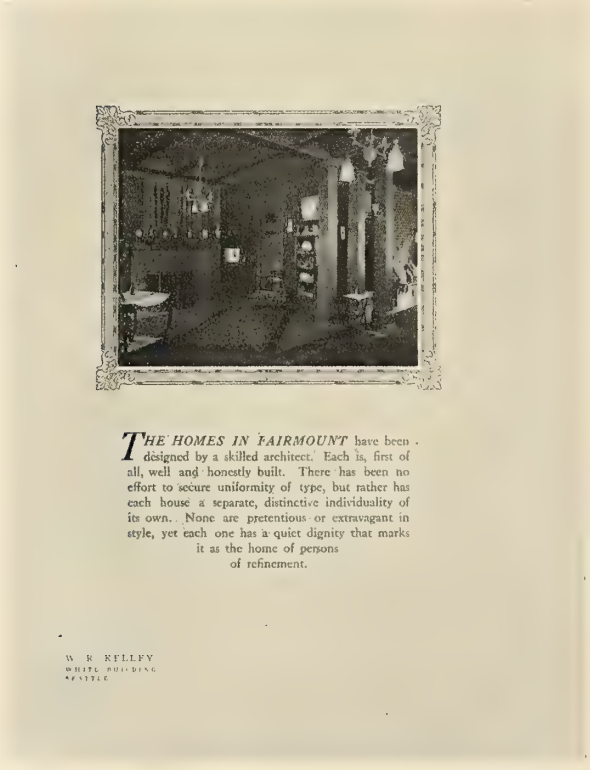
FROM Ernest E. Adams, Toronto, Ontario, we are in receipt of a package of exceptionally high-class specimens. Noticeable among these are several hand-lettered designs by Mr. Adams, who is a student of the

THE booklet from the Sinclair & Valentine Company, devoted to the showing of two-tone inks, is one of the most striking designs in lettering and color that we have recently seen, and we show herewith a reproduction of the cover. The original is printed in one color and embossed, the colors being a sort of yellow-brown on india tint stock.



Cover of the new book of the Sinclair & Valentine Company.

SPECIMENS submitted by Henry A. Anger, of Seattle, Washington, are among the most artistic and attractive that have ever reached this department. Although all of them are excellent, perhaps the most elaborate



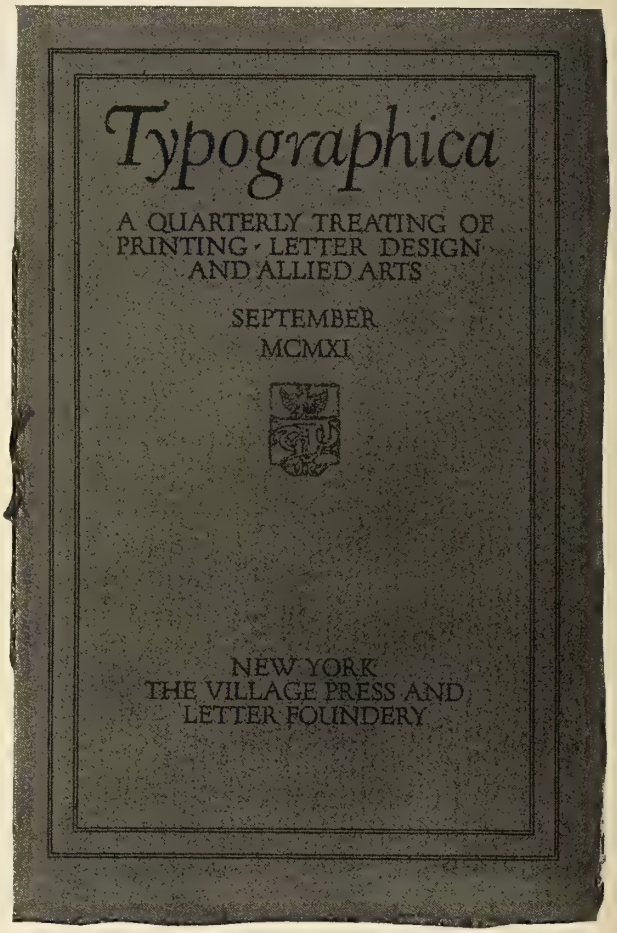
Booklet page by Henry A. Anger, Seattle.

of the group is a booklet designed and printed to exploit a subdivision of Seattle. We show herewith a reproduction of one of the pages. The booklet is printed on india tint antique stock, the half-tone illustrations being printed in another shade of brown on coated stock and tipped on the panels. The effect, as a whole, is exceptionally pleasing.

J. L. FRAZIER, Lawrence, Kansas.— The motto arrangement is very pleasing, and the manner in which you have used the colors is good. The tipping-on of the half-tone at the top of the card gives a very satisfactory appearance.

P. H. LORENTZ, Buckhannon, West Virginia.— The motto card is very satisfactory, both in design and color, although we think the rules just a trifle heavy for the text. Some of the borders around the advertisements are rather strong.

VOLUME I, No. 1, of *The House Organ Review*, published by Brad Stephens & Co., of Boston, is at hand and appears to be a very interesting journal. It is printed throughout in two colors on india tint stock and is very pleasingly gotten up.



A characteristic Goudy page.

WE show herewith a reproduction of the cover-page of "Typographica," a quarterly treating of printing, letter designs and allied arts, and issued by the Village Press & Letter Foundry, of New York city, of which F. W. Goudy is at the head. The booklet contains interesting text on letter designs and shows a number of the types designed and cut by Mr. Goudy.

COMMERCIAL specimens from J. Warren Lewis, Kansas City, Missouri, show a careful regard for harmonious type treatments and a pleasing use of color. The specimens throughout are well handled, and leave little, if any, opportunity for criticism.

M. R. WORLEY, Norfolk, Virginia.— All of the specimens are nicely gotten up and we find nothing whatever in any of them to criticize. The title-page of the banquet and the third page of the official notice are exceptionally pleasing arrangements.

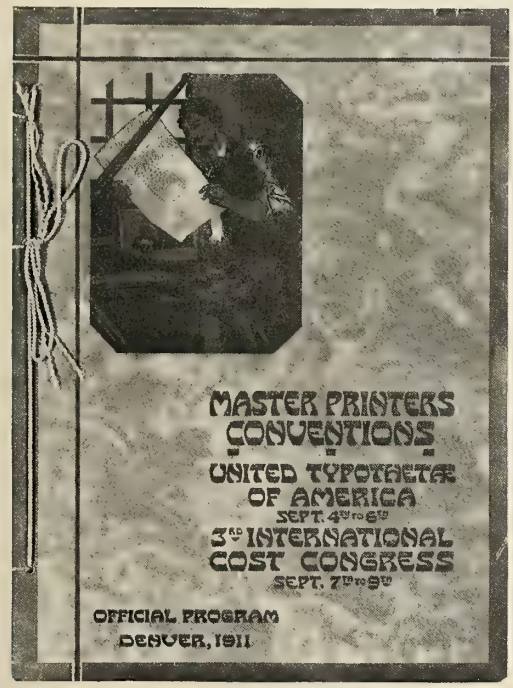
FROM Wm. H. Slater, London, England, we have received a prospectus of the printing classes of the Borough Polytechnic Institute, for the seasons 1911-12. The prospectus is nicely printed in two colors, and gives much interesting information regarding these classes.

R. J. MCANALLY, Omaha, Nebraska.— We note, in some of the specimens which you have sent, a tendency toward the use of text letters with lining gothic letters, and would suggest that, wherever possible, you avoid this, as the use of these two letters, especially in the larger sizes, does not give a harmony of shape which is a requisite of the best typographical designs. Your specimens, as a whole, are very good indeed, and we find little to

which exception can be taken. The letter-head and envelope for R. E. Moulton are unusually good, both in type arrangement and in the manner in which the color has been handled.

A. J. L. Kiddie, Bear Lake, Michigan.— The booklet is very convincing in its argument, and the points are well made. From the standpoint of advertising, however, we think the gold on the brown cover is not strong enough, and would suggest a color other than gold.

From Frank H. Wolf, Denver, Colorado, we have received a copy of the official program of the United Typothetæ Convention and Third International Cost Congress. The cover is an exceptionally neat design in three colors and we show herewith a reproduction. The inner pages are



Cover of the program of the Typothetæ convention.

well printed, both as to typography and presswork, and the book as a whole is very satisfactory. It bears the imprint of the Smith-Brooks Company, of Denver.

John McCormick, Troy, New York.— Both of the specimens are well handled and carried out in a manner characteristic of your former work. The cover-page of the "Sheffield Plate" booklet is exceptionally handsome and the colors have been used to unusually good advantage.

M. Loew, Roanoke, Virginia.— The title-page is an excellent example of the "squared-up" arrangement, and we find little to criticize in the manner of its handling. We would, however, suggest that the lower group be raised a trifle, inasmuch as there is considerable space at either side.

The October number of *Print Talks*, the house organ of the Pearl Press, Brooklyn, New York, is well handled, with interesting text matter and very nicely printed. We would suggest, however, that placing a lead between lines at the sides of the initial letters, with the rest of the page solid, is not a pleasing arrangement.

Al. Cain, Provo, Utah.— With the exception of the note-head for the Provo Greenhouse Company, the specimens are all very pleasing. On the note-head in question, we think that the decorative spot at the left is rather strong for the balance of the heading, and also think that the use of less rules would have been an improvement.

A. Reinhardt, Livingston, Montana.— The commercial specimens are all very good in arrangement, and their general excellent appearance is due largely to the fact that most of them have been kept in one series of type. On the program, we think that a smaller size of type in most of the advertisements would have been an improvement.

We have received from the Devonian Press, Plymouth, England, a group of interesting letter-head designs. With the exception of a few of these specimens, on which the colors are a trifle strong, the work as a whole is excellent and we find little to criticize in it. We note among the specimens a number of very simple arrangements in one series of type.

J. R. Armstrong, Monmouth, Illinois.— The most noticeable feature of the specimens which you have submitted is a tendency toward the use of too much decorative material. This is especially true of the four-page leaflet printed with brown ink, and of both of the business cards. The letter-head for L. I. Hutchins is very satisfactory, although a lighter tint for the rules would have given better advertising value to the type.

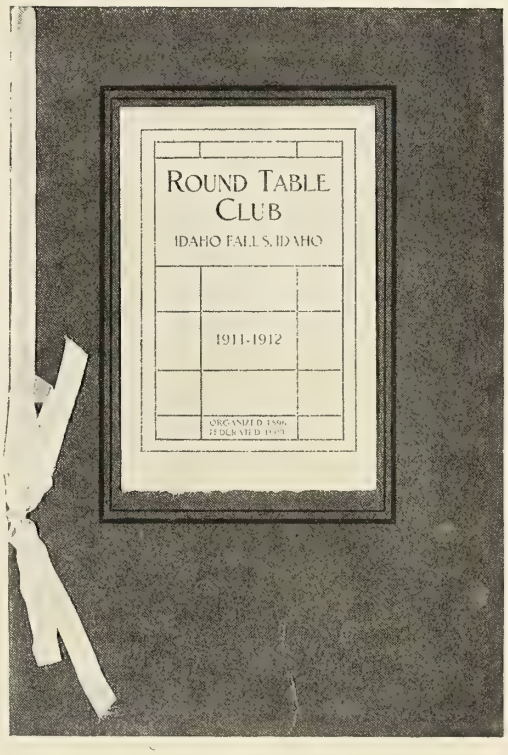
The Cross Company, Pennville, Indiana.— The specimens are quite neat in design, although we would suggest that you avoid, wherever possible, the combination of text and lining gothic letters. We would also suggest that the use of a weaker red on the letter-head would be more satisfactory, inasmuch as the color now used stands out too prominently.

N. B. Lockwood, Galveston, Texas.— The booklet is exceptionally pleasing in design and the colors are very attractive, although personally we think that a slightly stronger color for the border and tint-blocks would have given more satisfaction. This, however, is in the nature of a suggestion rather than a criticism, as the work otherwise is of the highest class.

A unique folder, handsomely printed on hand-made paper, announces the association of John H. Nash with the firm of Taylor, Nash & Taylor, San Francisco, California. Mr. Nash will have charge of the fine work department of the new firm, and a knowledge of his ability in handling this class of work leads to the prediction that the output of this firm will be of a high order.

C. C. Ronalds, Montreal, Canada.— Both of the specimens are handsomely gotten up and you are to be congratulated on the excellent showing which they make. The decoration in the menu is very pleasing, and is thoroughly in keeping with the subject. The use of hand-lettered designs on both of these specimens indicates a tendency toward a high class of typographical design.

From A. H. Finn, of the Franklin Press, Detroit, Michigan, we have received a package of booklets recently designed and printed by that company. They are all very satisfactorily gotten up, the typographical arrangement and color schemes being harmonious. On the title-page for the catalogue of American Marine Motor, however, we think the lettering is rather large, and would suggest a smaller size.



A unique program cover-page by Geo. M. Scott, Idaho Falls, Idaho.

Geo. M. Scott, Idaho Falls, Idaho.— The cover-page for the program of the Round Table Club is an especially pleasing arrangement and we show herewith a reproduction of it. The original is printed in brown and yellow on white stock and tipped on brown cover, on which the rules have been printed in a darker brown.

J. T. Wilhite, Marion, Indiana.— We think that, inasmuch as the cover-page is printed on darker stock than the title-page and is the page which attracts the attention, it should be bolder in design. We note that on the booklet which you have sent for criticism, the title-page shows larger type-faces and a bolder treatment than does the cover-page. We note, however, that the title-page shows the use of several different type-faces, some of which do not harmonize, and would suggest that, in work of

this kind, the keeping of a page in the same series of type will give much more satisfactory results. The balance of the job is very good and calls for no criticism.

E. E. Bailey, Centre Hall, Pennsylvania.— The large blotter is very satisfactory in arrangement and we find no opportunity for criticism of the manner in which it is handled. We think, however, that the smaller blotter is rather broken up in appearance, due to the use of too many type-faces and initial letters, and that a more simple treatment of this blotter would have been more satisfactory.

Roy A. Bast, Clark, South Dakota.— The specimens which you sent are all very pleasingly gotten up and we find nothing in them to criticize.



A pleasing full-page circular by Roy A. Bast, Clark, South Dakota.

We show herewith a reproduction of the full-page circular, and consider it one of the best pieces of work of this character that we have seen for some time.

C. W. Rogers, Sudbury, Ontario.— With the exception of the fact that you used a trifle too much rulework as decorative material on your headings, the commercial stationery is very pleasing. We note that you have kept largely to one series of type, which makes for a good appearance, and if you had kept it just a trifle more simple in design, with less paneling, it would have been altogether satisfactory.

R. H. Owen, Kansas City, Missouri.— The four-page circular in two colors is very neatly designed, although personally we would prefer to see roman type used for the principal lines rather than the italic. Perhaps this is more or less a prejudice, but it always seems that roman type for the first line of a page, especially where a "squared-up" arrangement is used, gives a better appearance of stability to the top of the page.

From August A. Thomas we have received a copy of the report of the principal of the Tuskogee Normal and Industrial Institute. The work as a whole is very pleasingly gotten up, and the only criticism that we have to offer is that it is rather overcrowded. While this was perhaps necessary in order to get the job into a certain number of pages, it would have been better, from the standpoint of appearance, to have run some of the text matter on the last page.

The Model Print Shop, Granby, Quebec.— We would suggest that you use one instead of two rules for underlining the heading of the blotter, as we think there is a trifle too much color and that it rather overshadows the text. We would also suggest that on the circular you center the lines at the top, as we think that this would give a more symmetrical, pleasing arrangement, than to throw them to the right or left side. Both of the color schemes are very satisfactory.

From the Royal Electrotype Company, Philadelphia, we have received a booklet, which consists of an accumulation of "One-minute Talks" which this company has been putting out. These talks are handsomely printed in three colors, with excellent half-tone and line illustrations, and give much valuable and interesting information regarding electrotyping. On one of the pages is tipped a three-color illustration printed from an electrotype, showing the possibilities of this class of work.

R. Shuffler, Olney, Texas.— The most noticeable point for criticism in the specimens which you have submitted is the use of rules for underscoring, which do not harmonize in tone with the type under which they are placed. This applies particularly to the two covers on yellow stock. On the cover of the announcement of the Archer City Public Schools, we think that the introduction of the condensed type is unnecessary, and would suggest the keeping of the entire page in one series.

Evening Telegram, St. Johns, Newfoundland.— The souvenir of Newfoundland is very interestingly gotten up and well printed. On the program of the Newfoundland Conference we would suggest that the heading be set in type a trifle larger, as the cover, as now arranged, shows no predominating feature. Where black and red are used as a color combination, we would suggest that the red be more of an orange hue, rather than a deep red, as it contrasts more effectively with the black.

From "Grip," Limited, Toronto, Ontario, we have received a copy of an elaborate booklet gotten out by T. Eaton Company, Limited, also of Toronto. While the pages are elaborately gotten up in black and various colors, we feel, personally, that, in design and strength of color, they are a trifle overdone, inasmuch as the decorative part detracts to a large extent from the illustrations. The designs, however, are very pleasing, and if run in weaker colors would have been much more satisfactory.

From Arthur Williams, New York city, we have received a copy of "Glimpses of New York," compiled and edited by the New York Edison Company. The book contains many illustrations reproduced from etchings, line drawings and photographs, many of which are unusually good. The text is very interesting and, aside from the exceptionally good advertising values, the book is useful for the information which it gives of New York city. The printing and embossing are all that could be desired.

A package of catalogues and booklets from the Corday & Gross Company, Cleveland, Ohio, shows some exceptionally high-class typographical designs and colorwork. The half-tones are finely made and well printed, and the cover-designs, some of which are embossed and others printed by the offset process, are unusually striking. The work is fully up to the high standard maintained by the Corday & Gross Company, the catalogue for the Thomas Motor Car Company being perhaps the most pleasing of the entire group.

L. A. Krakuski, Mahoney City, Pennsylvania.— The letter-head of the Mahoney City *Tribune* would have been better if a smaller size of type were used for most of the lines, as the heading is very much crowded. On the letter-head for John H. Burnard & Sons, the decoration in either panel, together with the border used to make the panels, gives rather a sense of overornamentation, and we would suggest a more simple design. The invitation page would also be more pleasing if set throughout in type one or two sizes smaller.

David Bradley, Lemberg, Saskatchewan, Canada.— Both the letter-heads are very well arranged, although we would suggest one or two slight changes in them. In both of them we would suggest the omission of punctuation points from the ends of the display lines, as they are not necessary in work of this character. On the letter-head for Jos. G. Slater, we think that if you had used but one series and had kept the lines in the corners of the headings in one or two sizes smaller, using plain rule for the panels, rather than the wave border, the effect would have been much better. The border is rather decorative to harmonize well with the type which you have used, and a plain border would be more effective.

P. D. Crew, Creighton, Nebraska.— While the cover-page which you have sent for criticism is very pleasing in its general arrangement, we would suggest that the placing of the long rule above the feature line and the short one underneath would be more satisfactory than the way in which it is now arranged. We would also suggest the transposing of the two lines at the bottom of the page, in order that the longer lines may be at the top. We suggest this on the principle that, in typographical design, a group of type arranged in the form of an inverted pyramid is always more pleasing to the eye than a group of type in a pyramid form. This is due, perhaps, to the fact that, in looking at a page of type, we read from the top toward the bottom, and in looking at a pyramid, the eye travels from the base, or the widest part, toward the narrow point at the top. Thus, if we wish to secure the most pleasing typographical design, we will arrange our groups in such manner that the eye naturally follows in its conception of the group the same direction that it follows in reading the page.

FIRST ANNUAL OHIO COST CONGRESS.

COST-FINDING experts are handing laurels to the gentlemen who called and perfected arrangements for the first annual cost congress of Ohio printers. It was held at the Great Southern Hotel, Columbus, on October 9, 10 and 11, and nearly six hundred visitors were registered. Early in the morning of Monday, October 9, at a meeting of the general committee, arrangements were completed for the congress, the first regular session of which was called to order at 2 P.M. by Col. E. T. Miller, of Columbus. The congress lost no time in electing the following as permanent officers:

Chairman — Col. E. T. Miller, of Columbus.
Vice-Chairman — C. H. Gardner, of Cleveland.
Secretary — C. Lee Downey, of Cincinnati.
Sergeant-at-Arms — Henry Adair, of Columbus.

Mayor Marshall, of Columbus, welcomed the printers and expressed astonishment that this was the first cost congress of men who long ago should have discovered the advantages of getting together, but congratulated them on the good start. The mayor is evidently a progressive, because he declared competition in natural resources was impossible, and said there could be no real competition in the manufacturing industry until the exact cost of every item entering into the product had been ascertained beyond a doubt. When that time arrives competition will take the form of striving after good service and better quality rather than that of senseless price-cutting.

Governor Judson Harmon, who was uproariously received, delivered a conventional address of welcome on behalf of the State.

GENESIS OF PRINTERS' COST FINDING.

These amenities over, the congress plunged into business by having J. A. Morgan, chairman of the American Printers' Cost Commission, speak on "The Birth of the Cost-finding System." Mr. Morgan said the first reference he could find of any one endeavoring to develop a practical method of determining costs was in the efforts of Mr. De Vinne, fifty years ago. The Chicago Typothetæ had a cost committee which reported in 1891. This body found that in a six-compositor-office composing-room labor cost 71⅓ cents an hour, while a ten-compositor shop was so happily situated that 64.3 cents was ample allowance. On looking over the figures the speaker said he noticed that no allowance was made for proprietor's salary or superintendent's wages, and a number of other items were omitted, so he supposed that if they had developed their investigations along this line until they reached the one-hundred-compositor establishment the work could have been given away with a chromo. The inference is that the members of the Typothetæ thought the committee's figures were too high, because records show that the committee was continued and asked to revise and reconsider its report. So far as Mr. Morgan could ascertain, the committee never returned to the job. He quoted copiously from Dando's "Fundamental Principles of Ascertaining Cost to Manufacture," emphasizing that "it may be worth $3,000 per annum as a salary to manage a factory and circumstances not admit of more than $1,500; circumstances never will admit of $3,000 unless cost is calculated at $3,000 and the product sold on that basis." The speaker referred eulogistically to Isaac H. Blanchard's campaign during the first two or three years of the present century on behalf of cost-finding. He also mentioned the efforts of the Chicago Master Printers' Association in 1904, saying that its investigations showed that 90 cents an hour was the cost of hand composition. In 1908 the Tri-City Cost Committee of Boston, New York and Philadelphia formulated blanks and arranged for lectures in a number of the larger cities. At about the same time Joseph Hays — then of Philadelphia, but now of Chicago — developed a cost system which in Mr. Morgan's opinion was elaborate and complete, but which had the defect common with all others of that period — being intricate and a little too complicated for practical use by the general run of printers. In 1908 the Ben Franklin Club began to give the matter of costs considerable attention and developed a system and issued blanks that were used by a number of printers throughout the country and are to some extent in vogue to-day. The next year — 1909 — found the Typothetæ launching a simplified system which has met with considerable success, being installed in a large number of offices. Mr. Morgan referred to many interesting incidents in the development of cost agitation, and took his seat after quoting Dando to this effect: "In the commercial life of to-day coöperation is synonymous with success in almost any line, for, coöperation being an almost universal condition in modern business, the industry which does not embrace its benefits is placed at a disadvantage."

Alfred J. Ferris, of Philadelphia, spoke on the coöperative-insurance plan, demonstrating what had been accomplished by the Graphic Arts Mutual Company, of which he is secretary.

ACCOMPLISHMENTS OF PRINTERS' ORGANIZATIONS.

Charles F. McElroy, secretary of the Cleveland Ben Franklin Club, made an address on "What a Printers' Organization Can Accomplish," based on data secured from employing printers' organizations of the United States and Canada. This investigation showed that organizations had established cost systems and price-lists; credit and labor bureaus; had taken action looking toward the settlement of differences between customers and printers by mediation and conciliation; regulated to some extent the relation of the supplyman to the printer; tabooed job-peddling, endeavored to keep local work for local printers, and at all times were effective in promoting a better feeling among printers.

Mr. McElroy thought that as far as the future is concerned organizations should keep up the good work already begun and not allow the interest of their members to lag. He urged the need of preaching service and giving quality, saying that one can not obtain better prices simply by telling his customers that he needs the money. Printers must develop selling talks and show their customers improved service of a character that is worth the price. Mr. McElroy wanted to know why there should not be a standard of ethics, and urged that the establishment of such a standard should be kept in mind wherever employing printers might be banded together.

SYSTEM COSTS 10 CENTS A WEEK A MAN.

J. M. Thomssen answered the titular question "Does a Cost System Pay?" with the assistance of charts, showing in detail the financial reports of the Methodist Book Concern of 1909 and 1910. He demonstrated an increase in profit for 1910 of many thousands of dollars over that of the preceding year. The speaker said that the cost of keeping records was less than 10 cents a week a man, and that this slight expenditure was more than repaid by the extra time the foremen and superintendents were able to give to duties more important to them than bookkeeping.



FIRST ANNUAL OHIO PRINTERS' COST CONGRESS, COLUMBUS, OHIO, OCTOBER 9, 10 AND 11, 1911.

MORTALITY OF OFFICES CAUSES LOW RATING.

A. M. Glossbrenner, first vice-president of the United Typothetæ of America, was on the program for a paper showing "The Necessity of a Cost System in the Printing Business," but was unable to be present, so his address was read by Franklin W. Heath, secretary of the Typothetæ. Mr. Glossbrenner said that in his experience of twenty-five years in Indianapolis he had seen at least one cylinder-press printing plant wrecked each year, to say nothing of dozens of job plants abandoned during the same period. He opined that this enormous death rate is the cause for bankers giving the printing business such a low credit rating as they do. After maintaining that the cost system is an absolute necessity in the printing business, he said that a system was not all. In addition to that, men were needed — men of judgment, who have the moral courage to discriminate between the orders to be taken and those to be refused, for on this judgment very largely depends the success or failure of a business.

SYSTEM SALVATION OF ONE-MAN SHOP.

Chadwick P. Cummings, manager of the Philadelphia Printers' Board of Trade, spoke at length on "The Cost System in the One-man Shop." He went on to show how the employee who receives from 30 to 45 cents an hour thinks his employer is making a great deal of money because he charges his customers two or three times that amount. This fires his ambition and he becomes anxious to essay the rôle of proprietor. This anxiety increases in proportion as the ambitious one is lacking in business knowledge. Heretofore he has worried along, too often not nearly so well provided for in creature comforts as are the journeymen whom he left "in the ranks." He usually scorns the idea of having a cost system in a small business, but because of the lack of business training the cost system is doubly a necessity with him. The application and working out of a system will teach such novices business principles more thoroughly in less time than any other method to which they can appeal.

Mr. Cummings cited instances and quoted letters of proprietors of one-man shops who asserted that the cost system had saved them from ruin. In one case a man had been in business for several years, yet was unable to pay off a debt of $400 he had acquired when he hung out his shingle, but after one year's experience with a cost system in good working operation he was freed of that worry. In conclusion Mr. Cummings said: "Thanks to the innovations and changes brought about by the cost system, 'one-man-shop' printers are to-day rapidly taking their proper positions with the business men of the age."

NEW COMMANDMENT FOR PRINTERS.

J. Clyde Oswald, of the *American Printer*, New York, made an address in which he recited that on visiting the Mecca of all good printers — Mentz, Germany — he discovered that the only records obtainable of the early printers are records of suits at law to recover money that had been lost in the pursuit of printing. He said the fact interested him immensely, until it occurred to him that there were about thirty thousand followers of Gutenberg in America who are doing business in the same old way, probably from the false notion that poverty is among the beatitudes. Mr. Oswald advised his hearers to go to some public library where they keep rare books and get a copy of the Bible, then turn to the twentieth chapter of Exodus, read the Ten Commandments and add another one — "Follow thy printing as a business, that the days of thy credit may be long in the bank."

ELLICK'S OPINION OF "DENHAMETHODS."

F. I. Ellick, of Omaha, delivered his now celebrated lecture on the uniform cost-finding system, accompanied by maps and charts, which added to the lucidity of the address. He took occasion to compare the uniform system with that promoted by Mr. Denham, saying that in all essentials they were the same except in the final distribution of overhead expense, which under the uniform system is based on department expense and under the Denham method placed on the productive hour. As compared with the uniform system, the Denham method, in Mr. Ellick's opinion, increases the hour cost in the bindery and reduces it in the composing and press rooms.

COUNTRY-WIDE PRICE FOR PRINTING.

"Correct Selling Price" was the subject assigned W. J. Hartman, many times president of the Chicago Ben Franklin Club, and one of the most prominent cost-finding advocates in the country. He gave some interesting figures as to the number of printers there are rated in Dun's, and referred at some length to the cost-finding efforts of the late eighties and early nineties. Coming down to the present-day situation, he reviewed recent efforts to ascertain cost of production in Chicago, New York, Philadelphia, Boston and St. Louis, together with a group of fifteen smaller cities. He stated that even the investigators were surprised at the high cost of their product and related several interesting stories of proprietors basing the product of their machines on what the selling agents had told them about their capacity. Mr. Hartman's effort was comprehensive, running from monotype and linotype machine rooms and processwork and lithographic departments to bindery products, the selling price of which is 69 cents an hour.

Mr. Hartman does not believe that work can be produced more cheaply in smaller shops than in larger ones, but, if it can, "there should be one selling price, because a hat is worth just as much in Podunk as it is in Columbus, and an hour of composition is worth just as much in the small place as in a large one," says he. "There is no reason why we should not establish a standard selling price the country over; no matter where a man went for his work he would practically get the same kind of a price, which would put printers on a basis where they would not be called fools or robbers for making low prices."

COST-ACCOUNTING AND INSURANCE INVENTORIES.

George C. James, of Cincinnati, spoke on "Taking of an Invoice, and the Proper Valuation of Machinery." He said that the first step toward getting on a sound business basis was the taking of an inventory, not on loose sheets or scraps of paper, but in a bound book. For the purpose of cost accounting, it was all right to say that depreciation was ten per cent a year, and customers should be charged at that rate, because it may be necessary for the printer to replace a comparatively new machine with something more modern. For insurance inventory, however, the valuation would be the actual value of the press — what it can be replaced for — and not dead material, which it would be if the ten per cent depreciation for cost-accounting purposes were applied to the insurance inventory.

Mr. Thomssen, of Cincinnati, said he knew of an office which kept two inventories, as suggested by Mr. James. As an instance of how it works he mentioned one machine that originally cost $12,000. On the cost system it is now valued at $1,200, but for insurance purposes an appraisal company was called in and placed its value at $8,000. Ed. Krehbiel, of the Krehbiel Company of Cincinnati, which recently

passed through a severe fire, said they had a cost inventory made by a regular accounting firm, and its appraisal was accepted without question by the insurance companies.

BOARD-OF-TRADE PLAN OF ESTIMATING.

C. P. Cummings, of Philadelphia, discussed "The Printers' Boards of Trade," and gave a very interesting history of their purposes and accomplishments, claiming that they had done more for the advancement of the printer than all other organizations. He denounced estimating as one of the evils of the business and cited a case to show that the board-of-trade method is economical and efficient. "A certain large manufacturing concern contemplated a new catalogue and compiled specifications on which printers were requested to make prices," said Mr. Cummings. "Four members of the Printers' Board of Trade of Philadelphia were among the number asked to bid. Their specifications were sent to the central office, where but one estimate was prepared instead of four. The job being a large and complicated one, it required eight and one-half hours' actual time on the part of an expert estimator to complete the detailed estimate. When the time arrived for the customer to place the order, it developed that thirty-eight different printers had submitted quotations, most of which were accompanied by elaborate dummies, and as but one printer could secure the order, it will take but little mental calculation to demonstrate the amount of real money that was needlessly expended by the thirty-seven unsuccessful bidders."

WHY SOME PRINTERS FAIL.

"The Necessity of Knowing the Cost of Each Order" was the theme assigned Robert S. Denham, of Cleveland, who took occasion to correct the impression that "I am a comet on cost accounting for printers," claiming that for more than thirty years he was engaged in the business, and, therefore, knows something of the necessity of cost systems or the necessity of knowing the cost of each job. He said that the majority of printers did not seem to distinguish between cost and selling price. There must be a difference if they desire to remain in business. He thought, perhaps, the trouble was that printers do not see enough of this difference — profit — to recognize it when it presents itself. There is no such thing as gross and net profit in the printing business — either there is profit or there is not.

Mr. Denham believes that cost systems have a tendency to make competitors more considerate, and to put the printer on a firmer basis with his customers, because they know that the printer knows what he is talking about, and that the prices given them are not mere guesses. He urged his hearers to beware when they found their plant running into a specialty naturally and without any pushing. He said that if the owner would investigate carefully in such cases he will find that the plant is attracting specialized work because it is quoting a price that is too good for the customer to be beneficial to the printer. "If you really desire to specialize, investigate the specialty you contemplate taking on, its cost, special machinery needs, and then devote yourselves to it, and don't try to make it a side-line." He asserted it is quite possible for one to sell the product of a printing-office at an average loss of ten per cent, keeping this up for ten or twelve years before being made aware of the loss. In support of this assertion, Mr. Denham said: "Suppose you had a plant with an original investment of $20,000 and that the annual business was one hundred and sixty per cent of the investment (the general average in the printing business is about one hundred and fifty per cent); but suppose this plant did one hundred and sixty per cent — $32,000 business a year. Now you do not have a cost system and do not consider interest and depreciation, and at the end of the year find you have come out even; that is, you do not owe any bills. Now let's see what those two items amount to (you have done this business at a loss of ten per cent, so your loss has really been $3,200, but you think you have come out even) — this item of depreciation:

Ten per cent on $20,000 investment	$2,000
Interest, six per cent on $20,000 investment	1,200
These add up to	$3,200

And as you have no such items as interest and depreciation on your books, you lose ten per cent on your annual business and do not know it. As the years go on in this same way, your machines begin to wear out, and, having no money in the bank to replace them, you buy new ones on time, and in the course of twelve to fifteen years your original capital is eaten up. The average plant fails in fifteen years for the amount of the original investment. Now you can see why it fails: because the printer has no cost system to show him that these items of interest and depreciation are real items that must be taken into account."

Franklin W. Heath, secretary of the United Typothetæ of America, explained the cost system promoted by that organization, using charts and blanks to facilitate the understanding of his hearers. He also gave a short talk on the work being done by the Typothetæ, saying that there were twelve men in the field installing cost systems in offices of members only.

TO SELL PRINTING BY THE INCH.

A. J. Braunwart, manager of the Cincinnati School of Estimating, told his hearers of some of the experiences he had had at the school. These experiences included, of course, the usual variations in prices common among printers when they foregather to discuss or dilate on the subject of estimating. Mr. Braunwart thinks the best method of eliminating these variations is to find a method of figuring by the square inch. He believes that if such a system were universally adopted, discrepancies in estimating would not be so great as they are now. In his opinion the first step toward inaugurating such a method is for every printer to take his records and figure the cost thereon by square inches and by ems. He should keep proofs of such jobs, for, after collating the records in a number of cities, the trade would be in a position to formulate such a system. In the meantime, Mr. Braunwart urged everybody to get away from the habit of figuring on a pad or piece of paper, jotting down figures like this:

Paper	$1.00
Composition	3.00
Presswork	1.00
Price	$5.00

When one gets down to brass tacks and goes into detail, he will find that the $5 job will look more like this:

Stock	$1.00
Composition	3.00
Lock-up	.15
Cutting stock	.15
Make-ready	.35
Running	.75
Total cost	$5.40

The speaker appealed to his auditors to go home with the determination to make their slogans represent these ideas: "A cost system in every shop; a profit on every job; a higher standard for the trade and more money for the printer." Referring to estimating work in Cincinnati, he

said the Philadelphia price-list had proved an excellent guide, and he had no hesitancy in asserting that if printers will only consult that list when figuring, instead of trusting to their own opinions and guesses, they would be nearer right in the majority of times and make more profit on their work.

The Business End of the Congress.

Col. E. T. Miller, D. B. Neil, F. J. Heer and W. R. Colton constituted the Committee of Arrangements that prepared for the congress. They were continued as a temporary committee of the congress, and so well did they please their guests that they and their colleagues were thanked for "their long-continued, patient, persistent and judicious labors," to which the congress cheerfully ascribed the credit for the splendid success of the gathering.

ENDORSES FIRST COST-CONGRESS CODE.

During the meeting the chairman appointed D. B. Neil, of Columbus; R. I. Clegg, of Cleveland; D. F. White, of Cincinnati; L. C. Walker, of Dayton, and Samuel F. Ziliox, of Akron, a Committee on Resolutions. In its report, which was unanimously adopted by the congress, the committee thanked the speakers and especially Messrs. Hartman, Morgan, Glossbrenner and Ellick for their active and generous support of cost-finding, and favorably commended to all printers the following clauses from the report of the First International Cost Congress held in Chicago two years ago:

1. For the purpose of arriving at the cost of production of printing, we recommend that the standard unit of product shall be the hour in the several departments.

2. That the standard-hour cost shall be the gross cost — namely, labor, plus all overhead expense, department and office.

3. That the standard method of caring for the overhead expense shall be to charge direct to each department all necessary items and to distribute office or general overhead expense on the basis of total department costs, including pay-roll.

4. To cover cost of handling stock, we suggest a minimum of ten per cent be added to the delivered price at the plant, profit to be added to this amount.

5. That the standard rate of depreciation on standard machines to be charged to cost of production shall be ten per cent annually of original purchase price.

6. That the standard rate of depreciation on type to be charged to cost of production shall be twenty-five per cent per annum of its original cost.

7. That the standard rate of depreciation on type stands, chases, stones, etc., to be charged to cost of production shall be ten per cent per annum of their original cost.

8. That the standard rate to be charged off for bad debts shall be one per cent of volume of yearly sales.

9. It is the judgment of your committee that in the operation of a printing plant to its average capacity a minimum profit is twenty-five per cent added to cost of production.

10. That the standard terms of sale of the printers' product shall be thirty days net, due on the tenth of the month following date of purchase.

11. That in cylinder-press work ink shall be charged as a special item, and not included in the cost per hour of presswork.

12. As a requisite for determining costs, we endorse and deem necessary the use of an efficient inventory system.

13. Experience has demonstrated that inventories for insurance adjustments by appraisal companies have proven most satisfactory.

PERMANENT ORGANIZATION FORMED.

Early in the life of the congress, a motion was adopted authorizing the appointment of a committee to take under consideration the advisability of organizing a permanent association, and if that were thought possible, it was duly instructed to present plans for the formation of such an organization. Chairman Miller named the following gentlemen for this important committee: G. M. Gray, Fostoria; J. M. Thomssen, Cincinnati; J. H. Richardson, Cincinnati; Charles F. McElroy, Cleveland; J. F. Berkes, Cleveland; Walt Parmenter, Lima; D. M. Fehn, Toledo; W. J. Sears, Columbus; T. B. C. Voges, Canton; Albert Scholl, Chillicothe. Under the chairmanship of Mr. Gray, the committee lost no time in wrestling with its particular problem, for on Tuesday morning it presented the following report:

"Your Committee on Permanent Organization has held three meetings to arrive at some plan of permanent organization. After mature deliberation and consultation with various men who have been active in local and state work, and with Mr. J. A. Morgan, chairman of the American Cost Commission, we would recommend a simple plan, giving the officers full power to enlarge the organization and inaugurate such plans as they might deem necessary. The officers we would recommend are as follows: President, first vice-president, second vice-president, secretary and treasurer, and that these officers be elected by ballot in open meeting.

"These five officers to constitute an executive committee whose duties would be to push the work so admirably begun in this congress, to the end that every printer in the State of Ohio would know (not can know): (1) How much money he actually makes or loses each month; (2) That he have installed an efficient cost system so that he knows how much he makes or loses on the work going through his shop.

"To aid the officers in carrying out this work, this committee recommends that the State be divided into small districts and that a vice-president be selected by the Executive Committee from each district.

"It would recommend that so far as possible men be selected as district vice-presidents who are present at this congress, and who have already installed cost systems in their offices. The man who already has a cost system and is present at this meeting is an enthusiast, and has the time, money and inclination to follow the most excellent example of the Columbus printers who have so generously given in every way to benefit the craft throughout the State by means of this most magnificent first annual cost congress.

AN ORGANIZATION PLAN.

"We would suggest as the duties of these vice-presidents:

"(1) To secure a list of all the printers in their district who keep an accurate set of books, so that they know each month the amount of their actual profit and loss; and who have an efficient cost system.

"(2) To procure a list of all printers who do not do this.

"(3) To put forth their best efforts, in connection with the state organization, to have every printer in the district establish his business upon business principles.

"That the work of this cost congress be made permanent, the committee recommends that every person in this congress be asked to pledge $5 to the state work, this money to be used for publishing the proceedings of the cost congress, and placing a copy of the same in the hands of every printer in the State, the remainder of the funds to be used in planning for the Second Annual Cost Congress and such other expenses as the Executive Committee may deem necessary."

OFFICERS ELECTED.

The foregoing resolutions were adopted, Cincinnati was chosen as the next place of meeting, and the following officers selected: President, G. H. Gardner, Cleveland; first vice-president, K. J. M. Thomssen, Cincinnati; second vice-president, Walt Parmenter, Lima; secretary, C. Lee Downey, Cincinnati, and treasurer, E. T. Miller, Columbus.

On taking the chair, President Gardner spoke in his convincing way on the advantages of coöperation, claiming

that this meeting was the greatest illustration of how widely the new doctrine was being accepted by printers. He reported that the total registration was 575, including about seventy supplymen, and that those present hailed from ninety-seven different towns. Mr. Archer, of the State Board of Awards, gave a short talk on the Employers' Liability Bill recently adopted by the Ohio Legislature and known locally as the "Green Bill."

The meeting then adjourned, the attendants declaring it to be the "largest body of employing printers ever brought together."

SOUTHERN PHOTOENGRAVERS' CONVENTION.

At the meeting of the Southern Photoengravers, on September 29-30, at the Hotel Grunewald, New Orleans, cost of production was the chief topic of discussion. H. G. Grelle was elected chairman and Francois Bildstein, secretary. The address of welcome was delivered by M. B. Trezevant. Interesting papers were read by E. C. Mills, San Antonio; Francois Bildstein, New Orleans; Louis Flader, Chicago; William Pfaff, New Orleans; W. W. Hawker, Birmingham, and H. G. Grelle, New Orleans.

"BOOKS ON PRINTING."

The Free Public Library of Newark, New Jersey, has issued a pamphlet containing a list of books and periodicals having to do with the art of printing. John C. Dana, the enterprising librarian, in his note of explanation, says the list contains "only a few of the books on the several subjects covered," but that he has "tried to select the ones that will prove the most interesting and valuable to a person who is making a study of the printing business." No reference is made to articles in technical journals. Henry L. Bullen, librarian of the Typographic Library and Museum, Jersey City, is credited with having given valuable advice and help in the compilation of the list. "Books on Printing" should be on file in every printing-office. To cover cost of mailing, the library has put a price of 15 cents on the pamphlet. Ten copies will be sold for $1.

FOURTH COST CONGRESS WILL BE HELD.

We remake up a page in order to say that in a communication received from the office of the secretary of the United Typothetæ of America we are assured there is no intention of discontinuing cost congresses, as "the fourth congress of employing printers of America will be held as usual in 1912, and the time and place of meeting will be announced in due course." The note, which was evidently written for the purpose of straightening out the confusion that arose from the announcement of the appointment of the Typothetæ cost committee, and Chairman Morgan's announcement (see page 253 of this issue) that the Cost Commission would continue its business, concludes with this emphatic assertion: "Any statements to the effect that the American Printers' Cost Congress will be no longer held are incorrect. The Fourth Congress will be held as usual." All of which is reassuring to the many printers who believe that these congresses are an important factor in the craft's progress.

CALL FOR INTERNATIONAL BEN FRANKLIN CLUB CONVENTION

Under date of Chicago, October 20, 1911, the following self-explanatory call was issued to the trade:

When the committee representing the Ben Franklin Clubs and other organizations met with the Typothetæ Committee, at Denver, they were continually confronted with the questions: How many members can be delivered? How many organizations have you? What is the strength of each?

It is quite generally believed that the only way that one great organization can be brought about is to first have two associations. Then all can meet together on equal terms and arrive at an equitable agreement and form the one international organization that all are hoping and working for.

On Saturday, September 9, a committee meeting was held at Denver, and it was decided that an Organization Committee, consisting of Messrs. R. T. Deacon, W. J. Hartman and G. E. Wray, be empowered to draft a letter and ballot to submit to all printers' organizations for the purpose of ascertaining what national organization the printers of the country desired to affiliate with.

The vote received to date hereof shows that outside of Chicago the demand is five to two and in Chicago ten to one in favor of forming an association known as the Ben Franklin Club of America, at once.

The committee, complying with the expressed desire of the voters, asks you to send duly accredited delegates to a convention of all those interested in the formation of the Ben Franklin Club of America, to be held at the Auditorium Hotel, Chicago, on Thursday and Friday, November 16 and 17, 1911, for the purpose of inaugurating and centralizing this great movement — a movement which has done so much to uplift the printing industry. There is still much to do, and the leaders in the movement have many plans for the further advancement of the craft.

The business of the convention will consist of adopting a constitution and by-laws, and the perfecting of machinery to proceed at once to the work so urgently needed to be done.

Please advise how many delegates you will send, in order that ample accommodation may be provided for all.

R. T. DEACON,
W. J. HARTMAN,
G. E. WRAY,
Temporary Committee.

Office of the Acting Secretary of the Ben Franklin Club of America, 601 Monadnock block, Chicago.

Obituary

W. H. Ligon.

W. H. Ligon, the oldest Southern printer, died recently at Nashville, Tennessee. He was ninety-six years of age, and had set type for almost three-quarters of a century. The Ligons are a family of printers. Beaumont Ligon and MacKay Ligon, grandson and great-grandson, respectively, are members of the *Commercial-Appeal* force, at Memphis, Tennessee.

Edward S. Whaples.

Edward S. Whaples, who died on October 1, at New Haven, Connecticut, was the founder of the West Haven *Advertiser*, which he edited up to the time of his death. Previously he had traveled over much of the country and had worked as a printer on many of the large daily newspapers. A brother — Clarence Whaples — is at the present time engaged in the printing business at Crown Point, Connecticut.

Andrew H. McLaughlin.

Andrew H. McLaughlin, who for a number of years was Western representative of Charles Eneu Johnson & Co., ink manufacturers, resigning only a few months ago on account of failing health, died at Monroe, Michigan, on October 2. Mr. McLaughlin was well known to the printing fraternity of the West, including both employers and employees. In 1885-1886 he was president of the Chicago Typographical Union.

Dixie D. Dunbar.

Dixie D. Dunbar, known as the "King of Tramp Printers" in the heyday of the tourist, died at the Union Printers' Home on September 29, aged sixty-nine. He was known in every part of the country, and wherever his travels had taken him warm friends were made, his penchant for travel being no less striking than his genial disposition. He was admitted to the Home about six years ago, and had won the friendship of the residents of that institution.

William E. Faison.

On October 4, in his apartments at Raleigh, North Carolina, William E. Faison was found dead, an examination showing that death was due to heart trouble. In 1904 Mr. Faison was National Councilor of the Junior Order of United American Mechanics, and until last year was the editor of its national organ. For a number of years he had been associate commissioner of labor and printing of North Carolina, and was well known to printing craftsmen.

Capt. Thomas J. Gray.

Capt. Thomas Jefferson Gray, one of Indiana's oldest printers and for more than a quarter of a century prominent in Red Men Circles, died at his home in Noblesville, on October 1, of tuberculosis of the throat. Mr. Gray was born at Limaville, Ohio, becoming a "printer's devil" at Canfield, Ohio. Later he owned the *Clay County Democrat*, published at Bowling Green, Indiana, and the *Manufacturer & Miner* and the *Echo*, which he issued at Brazil. He was a veteran of the Civil War, having been made a captain in the regular army. In 1892 he was Great Sachem of the Red Men of Indiana. On his seventy-fifth birthday he celebrated the event by calling at the office of the *Ledger*, in Noblesville, a paper which he had formerly owned in partnership with Hon. Joseph B. Cheadle, of Frankfort, and setting a few sticks of type. Two daughters — Mrs. Frank Crull, of Noblesville, and Mrs. J. J. Landis, of Indianapolis — survive him.

William E. Curtis.

The death of William E. Curtis, on October 5, at the Bellevue-Stratford Hotel, Philadelphia, removed one of America's most famous newspaper men, and probably the best-known newspaper correspondent in the world. Mr. Curtis was also a practical printer, having been a "printer's devil" as a boy. Later he entered college. After leaving college he became a reporter on the Cleveland *Leader*, during which time he also worked as a compositor. In 1872 he started in as a "cub" reporter on the Chicago *Inter Ocean* and forged to the front rapidly, finally becoming editor-in-chief. During his career as a reporter on the *Inter Ocean*, Mr. Curtis established a reputation as a "scooper." One of his biggest scoops was an interview with the "James boys" at the time when Pinkerton detectives were searching high and low for the notorious outlaws. Relating the circumstances connected with this incident the Chicago *Record-Herald* says:

> While detectives were endeavoring to learn just where the desperadoes were to be found, Mr. Curtis went out to Missouri, found their hiding-place and calmly announced he had come for an interview with the bandits.
>
> "We know what you're here for. You're a spy," was the reply of Jesse James. "What's more, you won't get away from here."
>
> But the aggressive reporter was not to have his cherished scoop thus spoiled until too old to be of use to his paper. He refused to be a prisoner. He talked to the James boys about his trip out there to see them, so that he might put the truth about them before the public, and finally convinced them he was there for the purpose he stated.
>
> "Well, I'm going to give you anything you want just to satisfy you," Jesse James finally agreed.
>
> And he did. He gave Mr. Curtis the most vivid interview anybody ever had had with him. Having accomplished his purpose, the reporter returned to the nearest telegraph station and wired his "scoop" to his paper.
>
> But he kept faith with the men who had taken him at his word. He did not reveal any of the secrets of the rendezvous of the desperadoes, and he did not tell the detectives, who were searching for them, where their hiding-place was concealed.

In 1887 Mr. Curtis resigned as editor of the *Inter Ocean* to become head of the Washington bureau of the Chicago *Record-Herald*, and since that time had been continuously a correspondent for the paper until his death. Turning his attention to international affairs after a few years as Washington correspondent, he became what might be termed a "world correspondent," visiting all the foreign countries, studying the customs and progress of the different peoples, and presenting to his readers most interesting and educational reviews of men and events, as well as of historical landmarks.

Mr. Curtis was sixty-one years of age, having been born at Akron, Ohio, in 1850. He is survived by his wife and two children.

Trade Notes

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Frank R. Atwood Joins Barnhart Bros. & Spindler.

Frank R. Atwood, formerly with the Inland Type Foundry, was recently made manager of the Barnhart Brothers & Spindler typefoundry, of New York city. Mr. Atwood is well known to the trade as a strenuous worker, and he will undoubtedly help to make still more popular this company's products.

Swink Printing Press Co. Represented in East by Harry H. Smith.

Announcement is made that Mr. Harry H. Smith has been appointed the eastern representative of the Swink Printing Press Company, of Delphos, Ohio. Mr. Smith is a man of much experience in the printing trades, and the increased demand for the Swink two-revolution press will give him ample opportunity in his new field.

Editor and Minister Trade Jobs for a Week.

The editor of the Bremerton (Wash.) *Searchlight* — W. B. Jessup — took a vacation recently by swapping jobs temporarily with the Rev. R. L. Wolfe, pastor of that city. The editor preached in the church on Sunday while the reverend gentleman went to work for a week editing the *Searchlight*. It is not reported that the preacher made a proposition to the editor for a permanent exchange since making the trial.

Big Electric Sign for Printers' Home.

What is said will be the largest electric sign in the West is soon to be erected over the water tank at the Union Printers' Home, Colorado Springs, Colorado. At the last session of the board of trustees of this institution it was decided to erect the sign-post, which will cost about $1,600, and is now being designed by architects. It will bear the words "Union Printers' Home," illuminated with white lights which will make it visible from points many miles distant.

San Francisco Firm Adds New Member.

The Stanley-Taylor Company, of San Francisco, has announced that John H. Nash, recently connected with Paul Elder & Co., of that city, is now associated with the Stanley-Taylor Company as an active member, and that the company's corporate name has been changed to "Taylor, Nash & Taylor." Mr. Nash has established an enviable reputation as a designer and originator, and will take charge of the concern's fine work department, to which he undoubtedly will bring much prestige.

Centenary of the Cylinder Printing-press.

December, 1912, has been selected as the time for celebrating the centenary of the cylinder printing-press. Although Frederic Koenig took out his first patent for a machine printing-press on March 29, 1810, it was not until December, 1912, that he completed and had ready for work his first cylinder press, on which he had secured a patent on October 30, 1811. The machine patented in 1810 was made on the principle of the hand press, although having automatic inking and other mechanical devices. On this first press, in April, 1811, three thousand copies of a book were printed. Koenig and Bauer, the successors of Frederic Koenig, were consulted as to the proper time for celebrating the centenary and have decided in favor of the date on which the first printing machine having a cylinder was ready for operation.

New Hearst Magazine Appears.

With the Sunday issue of the Hearst newspapers on October 1 appeared the *American Sunday Monthly Magazine*, a new publication prepared especially for free circulation with the Sunday editions of these newspapers. The magazine is well printed on good paper, with colored covers. Its list of contributors includes a number of well-known writers, and the advertising pages are liberally patronized. For a youngster it starts off with a rather robust circulation — something like two million copies.

Arrested for Violating Printing Laws.

Two county officials of Idaho — the county assessor and tax collector — were arrested recently charged with violation of the State printing laws in having public printing for the county done at Spokane, Washington. The prosecution alleges that all county and state officials must have public printing done within the county or State. The plea of the defendants is that they could not get satisfactory work done in the county. The State Press Association of Idaho is supporting the prosecution and will test the law in the highest court if necessary.

Consolidation of Norfolk Companies.

Under the name of Eugene L. Graves, Incorporated, the businesses and plants of Eugene L. Graves and the Tidewater Printing and Blank Book Company, Norfolk, Virginia, have been consolidated. Mr. Graves is president of the new concern, which will conduct the combined business for the present at 195 Plume street. The other officers of the company are T. B. Henley, vice-president, and L. T. Ironmonger, secretary-treasurer. An aggressive business will be carried on in general printing, loose-leaf and bound books, rubber stamps, and office appliances.

Fifth Annual Meeting and Dinner of the Printers' League of America.

The fifth annual meeting and dinner of the Printers' League of America will be held on Wednesday, November 22, 1911. The place of the meeting will be published when it is decided upon by the committee in charge. Those desiring to reserve places at this meeting should immediately notify D. W. Gregory, secretary, 75 Fifth avenue, New York, giving the number of seats and the names of those

who will be in attendance. The accommodations at the fourth annual dinner were strained to the breaking point from the fact that the number of guests was largely increased at the eleventh hour. While 125 were arranged for, nearly 160 attended, with results as above.

A Successful Subscription Campaign.

The Sterling *Daily Standard*, of Sterling, Illinois, recently finished an eight weeks' circulation campaign with an automobile popular voting contest. Two large five-passenger touring cars, pianos, diamonds, scholarships and watches were the prizes given. Forty million votes were cast and 1,500 new subscribers gained as the result of the strenuous campaign. It was the largest subscription contest ever held in that part of the State, in enthusiasm, number of votes secured, and the number of new subscriptions gained.

Biggest Ad. on Record.

On Sunday, October 8, the Chicago *Examiner* contained a single advertisement of twenty pages for the Fair department store, which if paid for at the regular rates should have cost more than $20,000. This is the largest single advertisement ever appearing in a daily newspaper, and probably the largest ever printed in any publication anywhere. The twenty-sixth anniversary sale of the establishment was the occasion for this record-breaking advertisement. The Fair employs some five thousand clerks, and is one of Chicago's largest mercantile establishments.

Printers Move Against High-living Cost.

Indianapolis journeyman printers recently decided to start an organized movement against the high cost of living. The local typographical union some time ago created a committee to plan concerted efforts on the part of all Indianapolis wage-earners to deal with the problem. This committee arranged for a delegate convention which was to be held on October 29, when it was expected some concrete plan would be presented and adopted. Unorganized employees of every big factory or other industry in Indianapolis were invited to send delegates to coöperate with the members of labor unions.

Printing by Sound.

According to patent No. 999,975, granted to Arthur C. Ferguson, of Brooklyn, who has assigned eleven-sixteenths to Lyman C. Smith, of Syracuse, a practical method of printing by sound has been discovered. From the description, sound waves are recorded by utilizing a succession of said waves to initiate the operation of mechanism actuated by a separate source of energy for printing a legible character corresponding to certain tone characteristics of said waves. To put it in another way: the character-printing mechanism is actuated by a separate source of energy, and the waves are utilized to control such source of energy.

Strike of Non-union Printers.

At the Byrd Printing Company's plant, Atlanta, Georgia, a rather unusual strike or lockout — it is difficult to determine which — was declared late in September. According to the reported statement of C. P. Byrd, head of the company, he discovered the unions had been honeycombing his establishment with their men for the purpose of striking at a later date, when his business is heaviest, and set about to forestall it. Accordingly he prepared an affidavit, which contained a declaration that the signer was not a member of any union and would not join any union without thirty days' notice to the company. This he asked every employee to sign, whereupon the trouble began. Eight men refused to sign the paper and were discharged. Following this action, twenty-six others are said to have walked out. President Still, of the local typographical union, took a hand in the matter, informing International President Lynch that a lockout was in effect at the Byrd plant, and urging financial assistance, which was granted. A temporary injunction was issued restraining union men from interfering in any manner with the company's employees, the company claiming that it is a strike and not a lockout. According to the statements of union officials, the nonunion men who were discharged or came out later have been taken into the union.

Chicago Printers Play Golf.

The first annual golf event of the employing printers of Chicago took place on the links of the Hinsdale Golf Club, at Hinsdale, Illinois, on October 5, about one hundred taking part in the sport, including a number from the supply houses. Although the weather was disagreeable on account of a drizzling rain, there was plenty of enthusiasm, and the contests were spirited. A committee composed of D. H. Champlin, chairman, W. A. Grant, Toby Rubovits, Herbert Templeton and Dana Slade, Jr., conducted the affair in an admirable manner. The following are the prize-winners for the five leading flights: George Jones, Carl Henderson, J. R. Oswald, Forest Hopkins, Herbert C. Metcalf. The list of other prize-winners is as follows: Oswald Law, Dana Slade, Jr., R. C. Wilson, J. L. Murphy, Walter Gillette, Frank Bersbach, Dan Champlin, E. W. Dresser, George M. Hill, Edward D. Moeng, W. E. Cline, C. J. Kellar, Dave Meloy, Mel Bush, Tom Morrison and Walter Cox.

New Building for Alling & Cory Co.

The Alling & Cory Company, paper jobber, Pittsburgh, has closed a contract for the erection of a six-story reinforced-concrete warehouse building, near the Sixth street bridge, River avenue, on the north side of the city. The building will contain over one hundred and thirty thousand feet of floor-space, the foundations requiring one thousand cast-concrete piles. It will be of modern fireproof construction and will be equipped with a railroad switch and all up-to-date labor-saving devices, especially fitted for economically handling the company's merchandise and facilitating its large business. This is the third building of like character the Alling & Cory Company has erected in the past four years — Rochester and Buffalo being the locations of the others — which indicates that this concern has taken its place among the most progressive and successful paper-jobbing houses of the country.

MacVeagh May Install Power Presses.

A decision recently rendered by Comptroller Tracewell, of the Treasury Department at Washington, D. C., makes it probable that Secretary of the Treasurer MacVeagh will ignore the opposition of organized labor, and install power presses in the Bureau of Engraving for the printing of the Government's money. Congress passed a law in 1898 providing that all bonds, notes and checks shall be printed on hand-roller presses. Several attempts have been made by the Treasury Department to have this law repealed so that modern power presses could be installed, but the trade unions have blocked all such attempts by making the plea that only through the hand-roller press can good work be done, and that Government money printed on power presses could be easily counterfeited. The Comptroller holds that the law is restricted in character, and consequently should not be enlarged by a construction so as to embrace subjects or classes of printing not mentioned therein. Certificates are not mentioned in the law, and so under the Comp-

troller's decision there is no restriction on the printing of gold and silver certificates on power presses. The decision was precipitated by a request of the Philippine government for advice as to whether the Bureau of Engraving would be permitted to have a new issue of silver certificates printed on power presses, the director of the bureau reporting that he could save between $7,000 and $8,000 on the job by this method. The Comptroller also says that the law affects only the United States proper.

R. Lee Sharpe and "The City of Smiles."

R. Lee Sharpe, owner of Sharpe's Modern Printing Plant, of Carrollton, Georgia, is a Chautauqua manager of the hustling type. He is already working on his 1912 Chautauqua, and is planning to have ten or fifteen Chautauquas on his circuit. Whether he succeeds or not he says Carrollton, "The City of Smiles," will have her biggest one next year. There is a story why Carrollton is known as the "City of Smiles," namely — Mr. Sharpe publishes a book every year called "Smiles," and prints the picture of every one that he can get that smiles. This year he expects to use the smiling faces of over a hundred Chautauqua people in his Smile book and write them up in his own original way, caricaturing them in verse tainted with truth. This book is already making Mr. Sharpe famous, and as to Mr. Sharpe's city, a letter addressed to "The City of Smiles," Carrollton, Georgia, very seldom goes astray.

Missouri Firm Gets Big Contract.

The Inland Printing and Binding Company, of Springfield, Missouri, recently secured the contract for printing all of the literature, time-cards, posters and other work of the entire Frisco Railroad system. The closing of the contract was the signal for beginning the erection of a fine new office building, which will be equipped with a thoroughly modern and complete printing plant. It is expected that the added volume of work from the Frisco contract will necessitate the purchase of about $25,000 worth of new typesetting machines, presses, stitchers and other equipment, making the Inland plant one of the best in the Southwest. A progressive and successful concern since its organization, the addition of this new work has placed it among the big institutions of the State, and the men at its head are to be congratulated on their enterprise. The printing for the Frisco Railroad was heretofore done at St. Louis, Missouri.

Questions Before Printing-crafts Association.

"What training is best for fitting a man for the superintending or managing of a printing plant?" "Can a man be a successful estimator without a practical knowledge of the printing business?"

These two questions were interestingly discussed at the regular monthly meeting of the Chicago Printing-Crafts Association on October 17. The first brought out many diverse opinions. Picturing a composite of the views expressed, the successful superintendent or manager of a printing-office is a man of wide knowledge, broad views and democratic spirit. On the second question it seemed to be the consensus of opinion that a successful printing-house estimator must have a practical knowledge of the business.

Two other questions were discussed at this meeting as follows: "Is it possible for an engraver to guarantee an absolute reproduction?" "Is it not more economical to have machine composition done outside?" From a commercial standpoint the first question was answered affirmatively, but sailing was not so smooth on the subject of having machine composition done outside. The foreman of a large establishment pointed out that the question depended entirely upon the amount of machine composition done in a commercial printing-house and the nature of that composition. He said there were, in fact, many things to be considered, and that no general rule could be laid down for the guidance of managers or superintendents concerning whether it would or would not be profitable to install typesetting machines in their plants.

About seventy-five members were in attendance at this meeting, and reports were made indicating a healthy growth of this new association.

A number of other interesting questions are on the program for discussion at future meetings.

Public Printer Active to Protect Health.

A little more than a year ago Public Printer Donnelly, of the Government Printing Office, determined that some system could be devised that would prevent injury to the health of electrotype molders through inhaling graphite



ARTHUR J. WILLIAMS,

Presented with gold medal for invention of new process in electrotype foundry of the Government Printing Office.

dust. He therefore set about to encourage inventive genius, offering a gold medal to any electrotyper in the government office or elsewhere who would devise a system which would avoid objections to the work as it was then done. As a result of that encouragement, Arthur J. Williams, who is now assistant foreman in the electrotype foundry, and who resides at 3319 Fourteenth street, Brookland, D. C., recently invented a process by which graphite could be applied to the surface in a liquid condition. The new process has proved highly satisfactory, and on August 16, a gold medal was presented to Mr. Williams by the Vice-President of the United States in behalf of Public Printer Donnelly. The inventor has forwarded the following statement to THE INLAND PRINTER relative to the effect of the old process upon the health, and showing what has been eliminated by the new process:

"In the formation of molds in the process of electrotyping it has been found essential to prepare the face of the subject from which the mold is to be taken, and the sur-

face of the wax in which the subject is molded, with graphite dust, which is applied by means of a brush in the hands of the molder. Experience shows that not only is there great waste in the ordinary process, but the plumbago which is distributed in the air is very injurious to the health of the molder and all persons engaged in the art of electrotyping, as the dust clogs up the air passages in the lungs and disastrous results soon follow. By my invention this objectionable feature is eliminated by the use of a liquid which takes the place of the dry graphite and answers all purposes equally as well."

The Public Printer has also installed wet-leading machines in the foundry, which is now practically free from dust.

New Company for Magazines.

McClure's Magazine and the *Ladies' World* have been taken over by a new company styled "McClure's Publications, Incorporated," according to recent announcement of S. S. McClure, who has sold his entire holding of stock in *McClure's Magazine* to the new corporation. The book-publishing business of McClure's has also been taken over. The stock of the *Ladies' World* had been held by Arthur Moore and C. C. Hoge. Giving a reason for the consolidation, Mr. McClure said: "The tendency to-day in the magazine business is toward consolidation. It will be more economical to publish two or three magazines than to publish one. It will require less expenditure for advertising and for mechanical forces, and the services of abler men will be available at a lower cost per publication. There is absolutely no connection with Wall street. We are running the publication independent of any special interest."

THE INCREASED EFFICIENCY MANIA.

We've got the new Lost Motion craze; increased efficiency
Is now the watchword here at home, and all of us agree
It strikes the root of household care; you'd not believe the cost
Of wasted effort in the home or how much can be lost.
The breakfast wrapper mother wore is in the discard now;
The old-time wrinkles do not mar the smoothness of her brow,
By making every motion count, efficiency's real test,
She breakfasts now in full coiffure and quite completely dressed.

Then father comes down neatly shaved, with no scars on his face —
A cut is a lost motion, quite, and that would be disgrace;
Where once he used to run like mad to catch the car to town
He now has quite the half an hour to rest and sit him down.
The lawn needs cutting — presto, look! No fairer work you'll see,
He cuts it while he reads a book — increased efficiency;
And while he mows, with motions lost in other days, he turns
Out half a cord of kitchen wood, makes the ice-cream, and churns.

The maid is quite another girl. You'd scarce think the amount
Of work she does by learning how to make each motion count.
By breakfast time this morning she had mopped down all the walls,
Done the week's wash, made a new dress and half a dozen calls.
By nine o'clock the whole day's work was finished — she was through,
And might have sat the livelong day with nothing else to do,
But much preferred to paint the house, dig a new well and build
A new garage, so that her day might seem to be well filled.

Come, laden souls and care oppressed, whose work is never done,
Learn how the day's hard work is o'er before it has begun.
See father, gone to town at six; see mother off in haste
To speak to the Lost Motion Club on "Friction and Its Waste."
Learn how to knead the bread and churn and scrub the kitchen floor
By saving half the motion that you used to lose before;
Come, join the onward march of toil, from slavish tasks set free
Form a Lost Motion Club and teach Increased Efficiency.

— *J. W. Foley, in New York Times.*

It is only by labor that thought can be made healthy, and only by thought that labor can be made happy; and the two can not be separated with impunity.— *Ruskin.*



This department of service is designed to bring men of capacity in touch with opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Wants to Buy into a Republican or Independent Newspaper.

(1161.) I would like to buy into a substantial, prosperous Republican or Independent newspaper.

Shop Foreman Wants Position.

(1162.) I have had several years' experience as a foreman printer in job shops, and am competent to take charge of a shop of this character. Have references as to ability from present employer and others.

All-round Printer, Proofreader and Stone-hand.

(1164.) All-around printer, proofreader and stone-hand, at present employed, wants position, preferably in Chicago. Competent to take charge if necessary; forty-two years old. Learned trade through pressroom, composing-room, cutting stock, etc. References if necessary.

Situation Wanted — Compositor.

(1160.) Fairly competent compositor desires position in first-class office doing tariff or tabular work, preferably one that uses the Monotype. Twenty-four years old; eleven years' experience in the various branches of the business — Make-up, job and rule-and-figure composition. Union.

Position Desired as Managing Superintendent.

(1159.) My experience has extended over a period of twenty years as journeyman, foreman and superintendent. Have worked as compositor and pressman; have held foreman's positions in both departments; good knowledge of binding in all its branches. Have had good office training. Have studied estimating, buying stock, meeting customers, closing sales, etc. Age 42; widower.

Wants a Chance for a Future in Country Newspaper Work.

(1163.) Young man twenty-six years old. Practical printer. Can write the average run of news matter and an all-around man in the mechanical department; can handle the common run of presswork. Has had success in systematizing printing-account records. Has studied standard cost system. Would like position in country newspaper work where there will be a chance to get an interest in the business, either a working interest, a salary on per cent or an opportunity to take part of the salary in stock. Willing to take any part of the work, either front or back office or full management, that will give him a chance for the future.

Business Notices

This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

THE SWINK HIGH-GRADE PRESS.

A booklet entitled "Facts," recently issued by the Swink Printing Press Company, of Delphos, Ohio, contains letters of recommendation from many printers who are now using the Swink presses. The booklet is nicely gotten up, and contains some interesting and convincing advertising.

"SEYBOLD FULL LINE."

The above is the title of a booklet gotten out recently by the Seybold Machine Company. It is attractively printed in brown and black, and shows, as its name implies, the full line of high-grade machinery manufactured by the Seybold Company. The booklet is fully illustrated, the halftones being well made and nicely printed.

A NEW CATALOGUE OF FALCON PRESSES.

The Auto Falcon & Waite Die Press Company, Limited, has recently issued a catalogue of its platen presses. The catalogue is nicely gotten up, fully illustrated, and gives much interesting and valuable information concerning these presses. Descriptions are given of the new models, made throughout from late designs and patterns and containing numerous improvements.

BRONZE INKS THAT WORK.

The Sleight Metallic Ink Company, of Chicago, New York and Philadelphia, are the inventors and manufacturers of a bronze ink which has remarkable brilliancy on cover and bond papers as well as coated stock, and which, judging from the specimens which we have seen, promises to be a revelation in printing of this character. The advertisement of the Sleight Metallic Ink Company appears elsewhere in this issue, and printers interested in this class of work should become acquainted with the possibilities of this ink.

KEEPING TRACK OF TIME.

Time — labor time — is the most expensive thing you buy in printing. It takes time to record time. In fact it is possible to use up so much time keeping a record of time that the percentage of time you can charge for is seriously impaired, and you are uncertain about the records handed in even then. There was exhibited at the recent United Typothetæ of America convention and Cost Congress at Denver, by the Transportation Utilities Company, a device to record and save time which, for accuracy, convenience and peculiar adaptability to collecting printing-office time records, excels anything heretofore suggested. The Liner Elapsed-time Calculator, as the device is named, has a range of usefulness so wide that space will not permit enumeration of all its points. Full information will be supplied to inquirers by the Transportation Utilities Company, Hudson Terminal building, 30 Church street, New York.

THE CHANDLER & PRICE NEW SERIES PRESS.

The Chandler & Price Company, on page 196 of this issue, announces the placing on the market of its New Series Press, and also shows one view of the 12 by 18 size.

Owing to the great popularity of the present style Chandler & Price Gordon, and the remarkable reputation as manufacturer attained by this company — the printing public will no doubt be much interested in any new machine which it places on sale — and from general appearance this New Series Press in particular will command instant attention.

ADVERTISING SIXTEEN YEARS OLD STILL BRINGS BIG RETURNS TO THE WETTER NUMBERING MACHINE COMPANY.

To illustrate that publicity pays and that advertisers of printing machinery or material can not always expect to get immediate direct results, we are informed by the Wetter Numbering Machine Company that it has recently received an order for 260 machines direct from a printing-house in a foreign country, who saw the Wetter advertisement in a catalogue that has been out of print for sixteen years; the customer sending the page of the catalogue illustrating the machine wanted.

DENVERITES LIKE IT.

DENVER BRANCH, UNITED TYPOTHETÆ OF AMERICA.
DENVER, COLO., October 11, 1911.

Publishers The Inland Printer, Chicago, Ill.:

DEAR FRIENDS,— Permit me to tell you how pleased we all are with your excellent report of the late conventions of master-printers in this town, as presented to your readers in the October number of your magazine; and, furthermore, to say that you did a fine piece of work in the group pictures of the delegates. Changing the bunch into a "mountain" group is a very creditable piece of work, and we want whoever did it to know we think so, if you please.

May I inquire if you had any of the pictures struck off by themselves so we could get them for framing? If you did, please send us one of each, with the price, and we will remit.

With best wishes and high regards, we remain,

Yours very truly,
WILLIAM G. CHAMBERLAIN, JR.,
Secretary.

BUTLER'S STATIONERY CATALOGUE.

We show herewith a reproduction of the cover of a catalogue just issued by the J. W. Butler Paper Company in the interest of its stationery department. It consists of forty-eight pages and cover, is well illustrated, and contains information concerning the large line of stationery supplies handled by this company.



One of the most interesting features is the large showing of gift calendars, ranging from the inexpensive ones to those in handsome wood frames. The line of Christmas letters and greeting-cards is also complete and very attractive.

ONE OF THE MASTERS SPEAKS.

JERSEY CITY, N. J., October 16, 1911.

The Inland Printer Company, 632 Sherman street, Chicago, Illinois:

DEAR SIRS,— Your valued gifts of Volumes XLVI and XLVII reached us this morning. Please accept our thanks. Printing would not be what it is in the United States without THE INLAND PRINTER. We wish the magazine, its editors, publishers, advertising men, compositors, pressmen and binders all the good things they can wish for. THE INLAND PRINTER proves they know how to fulfil their respective duties very well.

Very truly yours,

HENRY L. BULLEN,

Librarian, American Type Founders Company.

MERGENTHALER LINOTYPE COMPANY SELLING AGENT FOR THE THOMPSON TYPECASTER.

The Mergenthaler Linotype Company announces that it has acquired the sole selling agency for the Thompson Typecaster, and henceforth will handle this machine through its various branch houses in North and South America, the West Indies, Philippines and Hawaii. This typecaster, being capable of casting individual type from all linotype matrices, makes it a splendid auxiliary to the Linotype, as type can be made for the case to exactly match linotype composition and thus help out in late corrections or for short paragraphs without disturbing the machines. This action of the Mergenthaler Company is a distinct endorsement of the Thompson Typecaster, which has made good during the past three years by consistently satisfying users in various parts of the world.

LARGEST WRAPPING-PAPER PRESS.

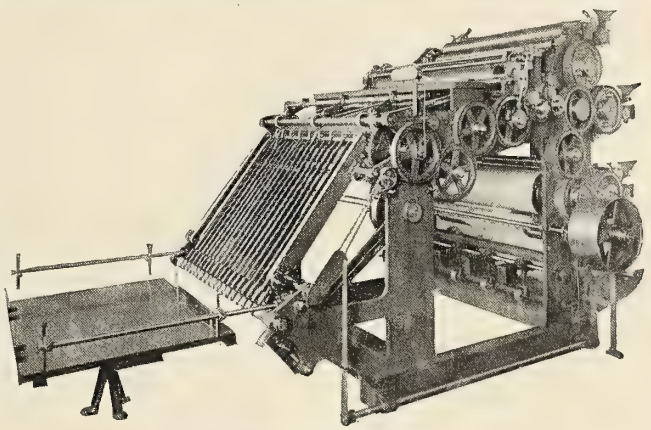
The world goes around, a rotary press goes around, and if you went around the world you would not find a duplicate of this press, although you would find many similar ones.

It is a combination press, because the printed roll can either be delivered in sheets or rewound in the roll.

It can handle practically any paper which comes in a roll, from tissue up.

The most useful sizes in which this press is built are 30 by 40 and 36 by 48. With one of each of these sizes the operator can cut multiples of 10-inch and 12-inch, which are generally used in sheet wrapping-paper. The Kidder Press Company is, however, prepared to build this press any special size to meet the requirements of its customers, and to print from one to four colors at one operation; also, if desired, a perfecting cylinder can be added. The cylinders are made to receive either electrotype or stereotype plates.

The improved method of distribution and novel device for the rewinding friction are among the special features



COMBINATION WRAPPING-PAPER PRESS.

of this press. The sheets, after receiving the impression, are piled up and delivered five at a time — the fly operating once to every five complete revolutions of the cylinders. Running at a maximum speed of eight thousand sheets per hour, the fly is enabled to handle this rapid work, operating only one thousand eight hundred impressions per hour. An automatic lowering table can be furnished to facilitate the fly delivery.

When rewinding the printed roll the press is capable of a maximum speed of eight thousand rolled sheets per hour. The speed, however, depends largely upon the efficiency of the operator, and can be successfully run up to a speed of ten thousand revolutions per hour.

If desired, the slitting attachment also slits the parent roll into different widths as it is being rewound.

This press is also built to rewind in the roll only, and the needs of the prospective user are always given most careful consideration in the building of this machine.

Further particulars will be gladly given by applying to the New York office, No. 261 Broadway, New York city — Gibbs-Brower Company, agent.

CASLON FACES.

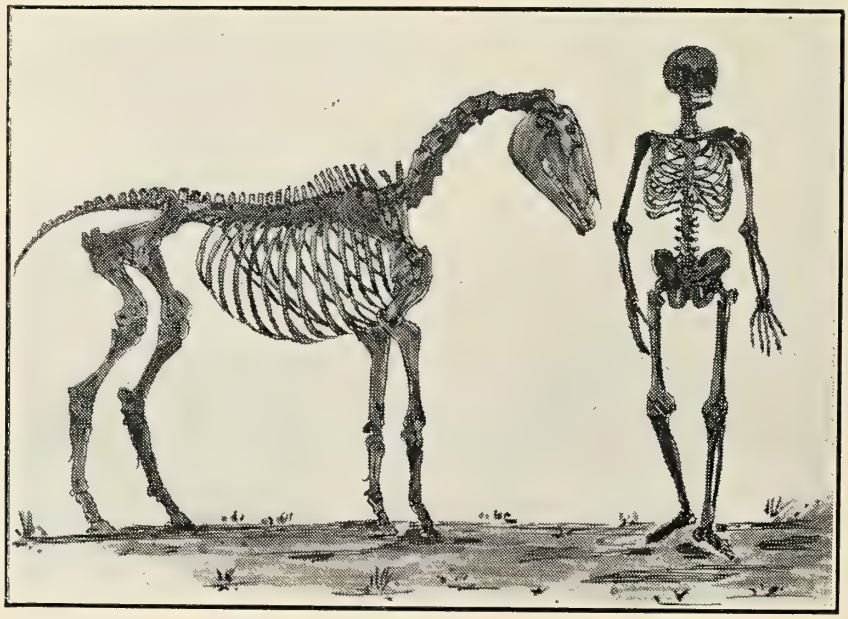
More has been written and said about Caslon type than any other face used. Typographic experts generally agree that the Caslon is the most meritorious type now in use. It is notable for legibility, general usefulness and beauty, which are the main essentials in type designs.

The *Printing Art* recently conducted a Catalogue Title-page Competition, which was the most successful it has ever held and shows how well many printers regard Caslon faces. There were 227 different title-pages submitted by artist compositors in the best printing concerns throughout the country. The copy and shape of the page made the contest a difficult one and the subject called for severe typographic treatment. Four prizes were offered for the best examples of title-page typography, the first being awarded to Mr. Dave Silve, Jersey City, N. J.; the second to Mr. M. L. Vincent, Boston, Mass.; the third to Mr. Robert J. Micklay, South Boston, Mass., and the fourth to Mr. Hal Osgood, Jersey City, N. J. Title-pages highly commended by the judges were composed by Messrs. Frank L. Siddall, Kearney, N. J.; Harold Conron, Everett, Mass.; Adam Miltenberger, New York city; William Lukes, Detroit, Mich.; S. B. Halderman, Jersey City, N. J.; Norman E. Hopkins, Philadelphia, Pa.; Walter E. Brock, San Francisco, Cal.; H. Emmet Green, Anthony, Kan.; N. P. Eby, Fresno, Cal., and William L. Melchinger, Irvington, N. J. The third prize and three honorable mentions were awarded to boys attending the North End Union School of Printing. Their work was very creditable to both student and school, and the result should encourage other typographical students to enter similar contests.

A fact in point here, and one that will interest not only students of typography but users of high-class printing and advertising as well, is the way Caslon type figured in this contest. Of the 227 different designs submitted over fifty were set in Caslon, easily making that type first choice among the contestants. Caslon Bold closely followed as the next choice, showing that a large number of the expert compositors in the contest considered the Caslons the best type-faces, and most likely to win for them. The design of Mr. Silve, to whom the judges were unanimous in giving the first prize, and the design of Mr. Vincent, winner of the second prize, were both set entirely in Caslon Old Style with a line or two of italic. The designs of Mr. Siddall, Mr. Hopkins, Mr. Brock, Mr. Green and also those of Mr. A. R. Wilkins, Seattle, Washington, and Mr. E. R. Stephens, Husick Falls, New York, whose work was highly commended, as well as many others not receiving special mention, were set entirely in the Caslons.

Nearly every one who has written for trade magazines on the subject of type-faces has praised the Caslon design and placed it above all others, and there are many advertisers and users of printing who demand that face of the printer. This unquestionably puts Caslon at the top of the heap. This style of type is said to have been in use in England and America for some two hundred years, and the fact that it is now at the very height of its popularity is convincing proof of superiority.

The Keystone Type Foundry's Caslon Old Style is considered by many experts as the best Caslon face made, and seeing the possibilities, that foundry brought out variation after variation of the original Caslon and now it offers the printing public its famous group of Caslons, consisting of ten series of romans, italics, titles, mediums, condensed and extended, which meet almost every requirement of the printer. The latest additions to the group — Caslon Bold Extended and Caslon Title Extended — are shown on a handsome colored insert in the front section of this issue, and only a glance is necessary to see that the new series is fully up to the high standard of those which have preceded them.



DOWN TO THE SPECTRAL BONE.

We worked for you with right good will
And wish to God you'd pay your bill;
We can not always live on fish,
And soon shall be as thin as this.

Drawn by D. McPhadden, of Lewiston, Idaho, for his friend, Dr. Houston E. Snyder, of Stites, Idaho, 1911, and printed in the Stites *Signal*.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLVIII. NOVEMBER, 1911. No. 2

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings per annum, in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfill honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

W. H. BEERS, 40 St. John street, London, E. C., England.
JOHN HADDON & CO., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & CO. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & CO. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & CO., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & CO., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & CO. (Limited), Capetown and Johannesburg, South Africa.
A. OUDSHOORN, 179 rue de Paris, Charenton, France.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed.**

BOOKS.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

PAPER PURCHASERS' GUIDE, by Edward Siebs. Contains list of all bond, flat, linen, ledger, cover, manila and writing papers carried in stock by Chicago dealers, with full and broken package prices. Every buyer of paper should have one. 25 cents. THE INLAND PRINTER COMPANY, Chicago.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by Linotype or Monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER CO., Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

BOOKBINDERY FOR SALE — Fully equipped, no opposition in the county; rare opportunity for some one. Worth $1,800; for quick sale, $900. Investigate at once. Address W. F. LINSCOTT, Xenia, Ohio.

CALIFORNIA NEWSPAPER FOR SALE — Morning daily in city of 15,000 population; only morning and Democratic paper in county of 30,000; manufacturing town, with large pay-roll; located on deep water and railroad; an hour-and-a-half ride from San Francisco; healthy and growing city, splendid climate, city surrounded by rich farming and fruit country; complete plant for newspaper and job work located in concrete building; cheap electric power; gross revenue, $1,880 per month, with total expense of $1,380 per month; owner desires to sell, owing to physical inability to manage plant; cash proposition only. For further particulars, price, etc., address JAMES & WALKER, 1236 Call bldg., San Francisco, Cal.

FOR SALE — Best newspaper proposition in northwestern Michigan will be sold on easy terms with part cash payment. Address THE HERALD-TIMES, West Branch, Mich.

FOR SALE — On particularly desirable terms, if taken at once, my half interest in specialty printing plant; established business all over country, not depending upon local trade; this year's business $20,000, manager office at good salary included; stands closest investigation. M 548.

FOR SALE — Whole or half interest in the best-equipped printing plant in the South, doing a business of over $100,000 of highly profitable work per annum; possibilities unlimited; located in the most progressive city of over 100,000 people in the entire South; owner has other investments that require his attention; will inventory over $60,000 — $25,000 cash, balance terms; the chance of a lifetime for a live wire; don't answer unless you can give references as to your ability and financial standing. M 543.

FOR SALE, ON EASY TERMS — A job and newspaper printing-office in city of 6,000 inhabitants, near Chicago. M 556.

I HAVE FOR SALE controlling interest in an up-to-date lithographing and printing plant, best of location and opportunity; $50,000 will get control of plant, will invoice over $100,000. Address M 513, care INLAND PRINTER.

MR. PRINTER — Do you want to buy a printshop, giving you a regular income of $1,800 a year, or $5.25 each day? If you do, and you have from $200 to $300 cash, write to M 536.

GOLD INK—At Last a Success!

"OROTYP" combines perfect working qualities with a brilliant, smooth, finished appearance. We shall be glad to demonstrate this fact to any interested printer by shipping a one-pound can *on approval.* Light Gold, Deep Gold, Copper and Aluminum — $3.00 per pound. Liberal discounts to jobbers.

Manufactured by THE CANADIAN BRONZE POWDER WORKS
Montreal — Toronto — Valleyfield.

Sole Agent and Distributor in the United States: JAS. H. FURMAN, 186 N. La Salle Street, Chicago

OFFICIAL NOTICE — In compliance with Section 30, Constitution and Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank books, receipts, blank applications, etc., as needed during the year 1912, are invited. Specifications and conditions will be furnished on application to J. C. Root, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. building, Omaha, Neb., and will be submitted at the first meeting in 1912 of the Sovereign Executive Council, it being understood that should any or all bids submitted be unsatisfactory, they may be rejected and proposals again invited. J. C. ROOT, JOHN T. YATES, SUPPLY COMMITTEE, SOVEREIGN CAMP, WOODMEN OF THE WORLD, Omaha, Neb., 25th of September, 1911.

WANTED — Good office man that can invest $3,000 in stock in established Linotype-Monotype business; prefer man who has some knowledege of printing. M 180.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs at any drug store about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a secondhand or rebuilt Smyth machine, send us the serial number on name plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between The Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher building, Chicago, Ill.

NEWSPAPER AND JOB PLANT FOR SALE — Two newspapers in this town consolidated, and the plant of Orrville *Crescent* is for sale; 2 cylinder presses, 2 platen presses, Anderson folder (new), 25-inch paper cutter, proof press, news, job and wood type, leads, slugs, galleys, cases, racks, stones — everything to produce up-to-date country paper; no business sold in connection. Will sacrifice to dispose of it. Address COURIER-CRESCENT, Orrville, Ohio.

FOR SALE — Simplex typesetting machine and 1,000 pounds of 10-point type — old-style roman; a good investment for a country newspaper or a small office; low price for a quick sale. REAL ESTATE PTG. & PUB. CO., 9 and 11 Eighth st., St. Louis, Mo.

LINOTYPES FOR SALE — One Model No. 1 and Model No. 3, complete, with motors, extra magazines, etc. SPRINGFIELD PRINTING & BINDING COMPANY, Springfield, Mass.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

SECONDHAND Victor die-embossing press for sale; does first-class work in letter-heads and envelopes; takes die 3½ by 8½; good working condition; $300 cash. M 529.

MODEL 2 LINOTYPE FOR SALE — Complete, with two magazines, containing 10 and 11 point matrices. WALKER, EVANS & COGSWELL, 5 Broad st., Charleston, N. C.

SECONDHAND ruling machine for sale; steel and copper plate work; first-class condition; kind used Bureau of Engraving, at Washington; $125 cash. M 528.

FOR SALE — Lanston Monotype caster, keyboard, matrices, motor, furnace, etc., good as new, for $2,000. Address MONOTYPE B, P. O. Box 1592, Philadelphia, Pa.

FOR SALE — Cases, news and italic cases; in good condition; will sell cheap. THE H. O. SHEPARD CO., 632 Sherman st., Chicago, Ill.

LINOTYPES FOR SALE — Three Model 1 Linotypes. Address RICHMOND PRESS, INC., Governor and Ross sts., Richmond, Va.

HELP WANTED.

ARE YOU LOOKING FOR WORK? — File your name with The Inland Printer Employment Exchange and it will reach all employers seeking help in any department. During the past two months we have received calls for the following: Printers, 2; Monotype keyboard operators, 2; Simplex operator, 1; Linotype operators, 2; superintendents and foremen, 6; all-around men, 2; stock cutter, 1; bookbinders, 3; estimator, 1; compositors, 3; photoengraver, 1; pressmen, 4; proofreaders, 3. Registration fee, $1; name remains on list as long as desired; blanks sent on request. THE INLAND PRINTER CO., 632 Sherman st., Chicago.

Bookbinders.

JOB-PRINTING SHOP in a thriving town of 20,000 has an attractive proposition to make to small bindery or young man with knowledge of binding and ruling who desires to go into business. M 547.

Engravers.

PHOTOENGRAVING SALESMAN — Man of good address and habits, with knowledge of business, capable of selling high-class work in one or more colors to publishers, advertising agencies, printers and catalogue publishers in New York city and New England territory. Address, stating age, reference, experience, PHOTOENGRAVER, care J. Clyde Oswald, 25 City Hall place, New York city.

WANTED — Young man of good address and education, preferably with office experience and some knowledge of the business, to assist with clerical duties and help wait on trade in office. To the right man, an excellent opportunity for advancement, either in the office or as a salesman, for well-known, large photoengraving company. Address PHOTOENGRAVER, care J. Clyde Oswald, 25 City Hall place, New York city.

Foremen, Managers and Superintendents.

WANTED — An experienced printing-office manager with a few thousand dollars to invest; daily newspaper in large town in western Canada wants to start a job office in connection; finest opening in western Canada for a good man with money and the necessary experience; for further particulars, write MILLER & RICHARD, Winnipeg, Can.

Operators and Machinists.

WANTED — Monotype keyboard operator; must be first-class and capable of handling any and all classes of matter; an opportunity for the right man. Address THE MONOTYPE COMPOSITION CO., 237 East Fourth av., Cincinnati, Ohio.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $4.

N. E. LINOTYPE SCHOOL, 7 Dix place, Boston, Mass. Six-machine plant, run solely as school; liberal hours, thorough instruction; our graduates succeed. Write for particulars before deciding.

MISCELLANEOUS.

EMBOSSING ON JOBBER without plates; half pound powder and simple instructions, $1, postpaid; stamps or money order; samples of work free. You must eventually buy. PROGRESS PRINTING CO., Owensboro, Ky.

SITUATIONS WANTED.

DO YOU WANT HELP FOR ANY DEPARTMENT? — The Inland Printer Employment Exchange has lists of available employees for all departments, which will be furnished free upon receipt of stamped, self-addressed envelope. THE INLAND PRINTER COMPANY, 632 Sherman st., Chicago.

Bookbinders.

ALL-AROUND BOOKBINDER wishes a change; capable of taking charge; West preferred. EMERY L. COLEMAN, 730 Third av., Huntington, W. Va.

BINDERY FOREMAN — Practical man, good executive, thoroughly experienced in all branches, is looking for a good printing house, to take charge of their bindery. M 459.

BOOKBINDER FOREMAN — Practical experience in any line, wishes position. M 465.

Estimators.

WANTED — Expert estimator on printing, ruling and litho., at liberty November 1; South preferred. M 551.

Foremen, Managers and Superintendents.

FOREMAN — Competent, experienced man wants foremanship of composing-room well-equipped union job office of fair size, doing good grade of work; age 38, married, steady and reliable; best of references. M 539.

FOREMAN — Thorough linotype machinist-operator, with a working knowledge of the other branches of printing, desires foremanship or charge of plant; sober, reliable, and capable of handling men to best advantage; references; Cincinnati preferred. M 538.

MANAGER OR SUPERINTENDENT, now with one of the largest and most successful printing and specialty manufacturers (of several members), wants to connect with a large, modern printing firm catering to high-class catalogues and advertising; I have been exceptionally successful in printing-business management (office, factory and selling); my ideas and plans of cost accounting, estimating and factory management are advanced; I have demonstrated that scientific management can be applied to the printing business, with the result of minimized costs of production and efficiency in the organization; I am young (36 years), married, and will go anywhere the opportunity offers. M 524.

MANAGER OR SUPERINTENDENT of the mechanical department of a first-class letterpress or lithographic plant. Thoroughly competent in all details from the art department to sweeping floor. Discipline, system, economy and energy combined. Equally competent in office or selling capacity, but prefer mechanical. Five years in present position as manager. Will consider any proposition of $3,000 salary or over. Best of references. M 407.

LINO-TABLER CHICAGO — NEW YORK LINO-TABLER GUARANTEES LINOTYPERS ¼ LOWER TABULAR COST $25

PRESIDENT AND MANAGER — In the past 25 years I have built up two prosperous and successful job-printing plants in a city of half a million; possess rare executive ability and know printing from the ground up; at present at the head of one of the best-paying plants in the Middle West; have made, and paid, dividends averaging 30 per cent during the past 5 years; for good reasons I desire to sever present conditions; would assume management and invest in the right proposition; correspondence invited. M 557.

PRINTER FOREMAN — A journeyman union printer, of twenty-seven years' experience, with thorough knowledge of all details of printing, newspaper, book and job, and whom can superintend or manage the largest establishment, wants the position of manager, foreman or superintendent of a large daily paper or a first-class job-printing house. Highest credentials as to character, capacity and executive ability. M 494.

SOBER, RELIABLE married man, now owner of up-to-date plant, will be open for position December 1; can manage, estimate, handle help, etc.; newspaper experience. M 545.

WANTED — By loose-leaf expert and general tradesman, position as superintendent or foreman; eighteen years' experience; thorough knowledge of cost and estimating; at present in government position. M 541.

Operators and Machinists.

LINOTYPE MACHINIST desires to change; reliable, union, married. "R," 6 W. Ontario st., Chicago.

LINOTYPE MACHINIST, who understands the composition business, wishes position with first-class book office; no operating. West preferred. M 176.

MACHINIST-OPERATOR wants to change to small city; thorough mechanic; reliable, union, married. "M," 6 W. Ontario st., Chicago.

Pressmen.

A FIRST-CLASS CYLINDER PRESSMAN desires to change; good reasons; understands color and half-tone work thoroughly, can handle men and figure on work; location no object. M 451.

CYLINDER PRESSMAN (27), thoroughly experienced in best half-tone and color work; could take charge. COATH, 98 Hickory st., Rochester.

POSITION WANTED — By a No. 1 cylinder pressman of 23 years' experience on half-tone and other high-grade work; will go anywhere. M 558.

PRESSMAN, entirely competent, long experience high-grade catalogue work, in present position past 10 years, desires change soon. M 110.

PRESSMAN, job or cylinder, wishes to change soon; young man, married, union, first-class on half-tone and color work; Northwest preferred. M 542.

SUPERINTENDENT OR PRESSROOM FOREMAN — First-class executive, A-1 pressman, understanding bindery machinery and a fair knowledge of composing-room, thorough systemizer that knows how to get out the work quickly and at a minimum cost; 2 years in present position as foreman of large pressroom in New York city; can give best of references and reason for desiring change; willing to go anywhere, preferring South or West. M 550.

Proofreaders.

PROOFREADER, union, all-around experience, desires position. C. G. ARNOLD, 1845 Lincoln av., Chicago.

Salesmen.

A PRINTING-INK SALESMAN, with exceptional experience and wide acquaintance, contemplates making a change on January 1; 18 years with one house in South and West; personal interview in New York after December 15. Address BOX P, 1102 Commerce st., Dallas, Tex.

PRINTING SALESMAN, experienced in estimating and cost-finding systems, practical Linotype man, with working knowledge of the other branches of printing, desires position in Cincinnati or vicinity; sober, reliable, references. M 538.

PAPER CUTTER AND STOCKMAN — Exceptional printing house experience; a cutter with more than the average ability; familiar with all paper grades, details of cutting and stock departments; good executive, references. M 286.

WANTED TO PURCHASE.

WANTED TO BUY — Harris offset press, 28 by 34, with pile feeder; must be in first-class order; state price and give full particulars. M 537.

BUSINESS DIRECTORY.

Advertising Blotters.

AN ATTRACTIVE BLOTTER sent out each month is the best advertising a printer can use. We furnish a three-color cut and copy to one printer in a town or city. They will build business for you. Try it. samples free. WM. J. PLATT & CO., Adv. Specialists, Bridgeport, Conn.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-12

Bookbinders' and Printers' Machinery.

DEXTER FOLDER COMPANY, Pearl River, N. Y. Folding machines, automatic feeders for presses, folders and ruling machines. 2-12

Bookbinders' Supplies.

SLADE, HIPP & MELOY, Incpd., 157 W. Lake st., Chicago. Also paper-box makers' supplies. 1-12

Calendar Manufacturers.

HEAVY EMBOSSED bas-relief calendars. America's classiest line. Black and white, three-color and hand-tinted. SMITH-HECHT CO., Indianapolis, Ind. 12-11

Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-12

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-12

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-12

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

Counters.

HART, R. A., Battle Creek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks. 5-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-12

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-11

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-12

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives United Printing Machinery Company, Boston-New York. 2-12

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-12

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

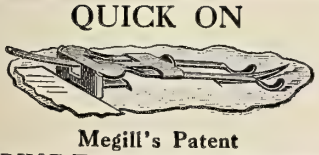
Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades, and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-12

Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue.

QUICK ON



Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

MEGILL'S
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers. 5-12

JONES, SAMUEL, & CO., Waverly Park, N. J. Our specialty is Noncurling Gummed Paper. Stocks in every city. 2-12

Gummed Tape in Rolls and Rapid Sealing Machine.

JAMES D. McLAURIN & CO., INC., 127 White st., New York city. "Bulldog" brand gummed tape. Every inch guaranteed to stick. 6-12

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-12

Job Presses.

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, $200-$600; Embosser, $300-$400; Pearl, $70-$214; Roll-feed Duplex, Triplex. 8-12

Machine Work.

CUMMINGS MACHINE COMPANY, 238 William st., New York. Estimates given on automatic machinery, bone-hardening, grinding and jobbing. Up-to-date plant; highest-grade work done with accuracy and despatch. 1-12

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 La Salle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-12

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC COMPANY, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-12

Paper Cutters.

DEXTER FOLDER CO., Pearl River, N. Y., manufacturers of automatic-clamp cutting machines that are powerful, durable and efficient. 2-12

GOLDING MFG. CO., Franklin, Mass. Lever, $130-$210; Power, $240-$600; Auto-clamp, $450-$600; Pearl, $40-$77; Card, $8-$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-12

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Photoengravers.

BLOMGREN BROTHERS & CO., 512 Sherman st., Chicago. Photo, halftone, wood engraving and electrotyping. 11-11

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-11

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-12

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-12

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-12

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-12

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-11

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

Printers' Rollers and Roller Composition.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.
ALLIED FIRMS:
Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsyth st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-12

BUCKIE PRINTERS' ROLLER CO., 714 S. Clark st., Chicago; St. Louis, Detroit, St. Paul; printers' rollers and tablet composition. 6-12

MILWAUKEE PRINTERS' ROLLER CO., 372 Milwaukee st., Milwaukee, Wis. Printers' rollers and tablet composition. 1-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-12

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-12

Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-12

EVERYTHING for the printer. EMPIRE TYPE FOUNDRY, Buffalo, N. Y. Not in the trust.

Proof Presses for Photoengravers and Printers.

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-12

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only $5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, $1. HENRY KAHRS, 240 E. 33d st., New York city. 11-11

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-12

BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-12

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st. and 15 Elm st., New York. 11-11

INLAND TYPE FOUNDRY, Standard Line type and printers' supplies, St. Louis, New York and Chicago. 11-11



Simplified Illustrating

A complete, authoritative, self-instructing text-book, explaining in clear, easily comprehended language the principles of modern newspaper, book and commercial illustrating; by

CHARLES HOPE PROVOST



Artistic contributor to Harper's Magazine, Harper's Weekly, Collier's Weekly, Life, New York Herald, etc., etc., and instructor of 5,000 students.

This volume contains, in addition to handsome duotone pictures by Mr. Provost, 40 charts (covering all of the scientific subjects connected with illustrating). The charts are accompanied by many practise sheets—specially prepared forms for technical practise with pen, pencil and brush. These latter, together with a helpful study-plan, make home study practical.

Without a teacher it is possible by the aid of **Simplified Illustrating** to gain a working knowledge of drawing for reproduction.

How to draw human figures, animals, landscapes, lettering and designs in pen-and-ink, water-color, etc., and how to combine these various subjects into effective drawings that will meet the requirements of publishers is explained.

The commercial aspect of illustrating is covered in a chapter which contains many hints of real value to those who must consider the financial side of the subject.

Simplified Illustrating is indispensable to those who seek to meet the large and rapidly increasing demand for meritorious drawings that will reproduce properly.

Price, $2.00 postpaid

M. R. PROVOST, Publisher, 28 Central Place, West Orange, N. J.



'A Run For Your Money'

GET OUT YOUR BUSINESS STATIONERY NOW AND WRITE:

"HERRICK,— Here's a quarter for the 4 HERRICK CUT BOOKS showing 400 good one and two color cuts for my blotters, folders, mailing cards, etc. If I don't like the books you're to send back my quarter."

ISN'T THAT FAIR?

Then send on your 25c.; you can take it off the first $3.50 order. The books will give you a lot of valuable advertising ideas.

THE HERRICK PRESS, 626 So. Michigan Ave., Chicago

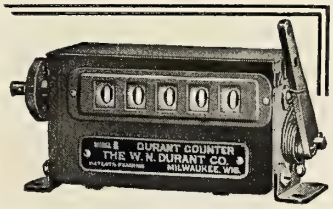
WE MAKE DRAWINGS OF ALL KINDS. WRITE US.

LIE? NO, SIR!!

DURANT COUNTERS

tell the truth. Reliable, sensitive, accurate, positive; furnish record unchallengable. Our job press attachments are equally dependable.

THE W. N. DURANT CO.
528 Market St. Milwaukee



Standard of the Government Printing Office

KEYBOARD PAPER
for the MONOTYPE MACHINE

COLONIAL COMPANY, Mechanic Falls, Me.
New York Office: 320 Fifth Avenue

Sell Your WASTE PAPER Direct to the Paper Mill

We are in the Market for PAPER STOCK

MARSEILLES WRAPPING PAPER COMPANY
MARSEILLES, ILL.



Cast by Mold from Woodcut

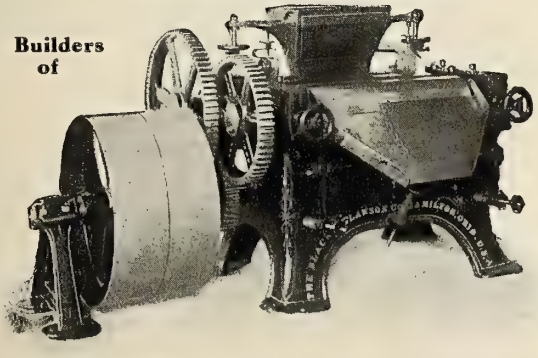
ADJUSTABLE HAND TYPE MOLD
FOR CASTING SORTS

A convenience; a time and money saver without equal in any printing-office. No waiting for matrices to dry. Put the letter or small cut in the mold, pour hot metal in and you have a matrix instantly; then cast up any number of duplicates you desire from the matrix. Send me a letter, 6 to 72 point, and I will cast you sample matrix and duplicates. SEND FOR CIRCULAR

ARTHUR S. TAYLOR
63-65 Main Street YONKERS, N. Y.

THE BLACK-CLAWSON CO.
HAMILTON, OHIO, U. S. A.

Builders of



INK GRINDING MILLS with 3 Chilled Iron Rolls

Sizes—6x18, 9x24, 9x32, 9x36, 12x30 and 16x40 inches.
With or without Hoppers. Solid or Water-cooled Rolls.
Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating Machinery and Special Machinery.

CARBON BLACK

MADE BY
GODFREY L. CABOT, Boston, Mass.
940-941 Old South Building

ELF ECLIPSE (PN) B. B. B. DIAMOND ACME

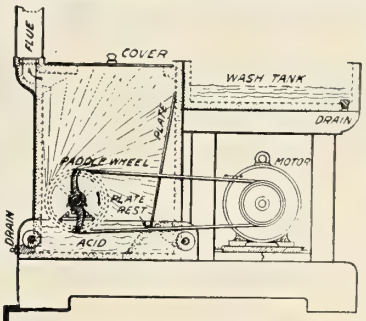


RUBBER STAMPS
AND SUPPLIES FOR THE TRADE

YOUR customers will appreciate our prompt service.

Send for "Illustrated Catalogue and Trade Discounts"

The Barton Mfg. Co., 335 Broadway, N. Y.



S. H. Horgan
IS SELLING
For the American Agents
Axel Holmstrom
ETCHING MACHINES

"The greatest improvement that has come into the photo-engraving business since the introduction of half-tones."

Ask him or write him about it at The Inland Printer Office, Chicago, or Room 1729, Tribune Bldg., New York.



The Central Ohio Paper Co.
COLUMBUS, OHIO.

¶ Exclusive manufacturers of the Famous Swan Linen paper for high-class Stationery and "Swansdown" Enamel Paper. Gives any book a finished look. Write for dummies. Prompt shipments.
"Swan Delights Whoever Writes."

"Roughing" for the Trade

We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color halftone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

THE HENRY O. SHEPARD COMPANY
632 Sherman Street CHICAGO

FOR ACCURACY, DURABILITY APPEARANCE & ECONOMY BUY
ALWAYS RELIABLE — LOW IN PRICE
REDINGTON COUNTERS

Price, $5.00 U. S. A.

ADDRESS YOUR DEALER OR WRITE DIRECT
F. B. REDINGTON COMPANY, CHICAGO



Quick Stringing Saves Time. Universal Loop Adjustable from ⅛ to ⅝ of an inch.

The Universal Wire Loop



Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.

Look Better and Won't Break or Wear Out!

Let us send sample and quote you prices.

WIRE LOOP MFG. CO.
(Successors to Universal Wire Loop Co.)
75 Shelby Street
DETROIT • • • • MICHIGAN

PATENTED

This cut illustrates one of the various sizes of hangers for books ¾ to 2 inches in thickness.

No More Trouble With Vignettes

NOW MR. PRINTER:

Wouldn't it relieve you of a lot of worry and expense if you were absolutely sure your presses would never again be held up for hours because some vignetted half-tones simply would not "fade" at the edges?

After years of experimental work, we have just perfected a method that obviates all of the old vexatious and costly delays. The most troublesome vignette edge can be overcome in two minutes by our

"PRESTO VIGNETTER"

(Patent applied for)

This is the greatest boon to the printer that has ever been discovered. Here's what big printers who have tried it have to say—

S. H. Burbank & Co., 147 North Tenth St., Philadelphia.

"Replying to your inquiry regarding our experience with 'Presto Vignetter,' would say we consider it one of the best devices ever offered the printer for overcoming one of the most prolific causes of lost time, viz: hard-edged vignettes.

"In one instance, an old electro treated with 'Presto Vignetter' removed a hard edge in a few minutes, which would have taken at least two hours to soften by other methods.

"We wish you every success in offering so valuable an article to the printer, who is constantly compelled to devote more time to this class of engravings than the charge to customer warrants."

Dando Printing & Publishing Co., 34 South Third St., Philadelphia.

"Our test of your 'Presto-Vignetter' has assured us beyond any question of doubt that it will save at least 33⅓ per cent of time in make-ready of any vignetted half-tone cut."

Innes & Sons, 1311 Sansom St., Philadelphia.

"The results produced by your 'Presto-Vignetter' are truly wonderful. We have particularly in mind an old vignette electro in which the edge of vignette prints up close to a rule. This is one of the hardest propositions a pressman has to contend with. When this job was printed before there were nearly two hours make-ready used on this cut. After it was treated by your process a new make-ready was prepared and a superior result was produced in twenty minutes.

"It seems to us the introduction of the 'Presto-Vignetter' is destined to mark one of the most important epochs in the production of high-grade printing."

This method may be used by your own pressman. We guarantee results, and the saving in make-ready on a single form will pay your shop license for a year. *Clip out and mail the attached coupon now.*

Send me full information concerning your "Presto Vignetter."

Name _____

Address _____

City _____

Photo-Chromotype Engraving Company

920 Race Street **Philadelphia**

Cameo Is the Only Paper that Gives Cameo Results

Cameo Results are as different from other results as Cameo Paper differs from any other half-tone paper.

There are scores of half-tone papers that look very much alike and that give similar results, but Cameo, because of its soft, lustreless surface, stands out as the one paper which gives that deep, rich effect, known as the "Cameo Result." Don't use Cameo just for special jobs—get the habit of using it for all your high-class half-tone work.



CAMEO PLATE



COATED BOOK—White or Sepia

To get the very best results with Cameo, note these few suggestions:

HALF-TONE PLATES. The plates should be deeply etched. The screen best adapted is 150 lines to the inch, although the surface is receptive to any ordinary half-tones.

OVERLAYS. Should be cut on slightly thicker paper than required for regular coated.

MAKE READY. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking." Impression should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book To-day.

S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

LIST OF DISTRIBUTORS

Boston, Mass.	The A. Storrs & Bement Co.
Buffalo, N. Y.	The Alling & Cory Co.
Chicago, Ill.	J. W. Butler Paper Co.
Cleveland, Ohio	Cleveland Paper Manufacturing Co.
Cleveland, Ohio	Kingsley Paper Co.
Dallas, Tex.	Southwestern Paper Co.
Grand Rapids, Mich.	Central Michigan Paper Co.
Houston, Tex.	Southwestern Paper Co.
Kansas City, Mo.	Interstate Paper Co.
Los Angeles, Cal.	Blake, Moffitt & Towne
New York City	Sole Agents, Henry Lindenmeyr & Sons
New York City (for Export only)	National Paper & Type Co.
Milwaukee, Wis.	Standard Paper Co
Philadelphia, Pa.	Magarge & Green Co.
Pittsburgh, Pa.	The Alling & Cory Co.
Portland, Me.	C. M. Rice Paper Co.
Portland, Ore.	Blake, McFall Co.
Rochester, N. Y.	The Alling & Cory Co.
San Francisco, Cal.	Blake, Moffitt & Towne
Seattle, Wash.	Mutual Paper Co.
Spokane, Wash.	American Type Founders Co.
Vancouver, B. C.	American Type Founders Co.

FOR PRINTERS



Best Detergent for cleaning and preserving Rollers.

COPPER AND ZINC PLATES

MACHINE GROUND AND POLISHED

CELEBRATED SATIN FINISH BRAND

FOR PHOTO-ENGRAVING AND ETCHING

MANUFACTURED BY

THE AMERICAN STEEL & COPPER PLATE CO.

116 NASSAU STREET, NEW YORK, N. Y.

Polished Copper

for Half-tone and Color Processes

Polished Zinc

for Line Etching, Half-tone and Ben Day Processes

Chemicals, Supplies and Equipment

for the Shop, Gallery and Artroom

National Steel and Copper Plate Co.

OFFICES AND STOCKROOMS

704-6 Pontiac Bldg., 542 S. Dearborn St., Chicago
1235 Tribune Bldg., City Hall Square, New York
214 Chestnut St. : : : St. Louis, Mo.

FACTORIES

1133-1143 West Lake Street : Chicago, Ill.
220-224 Taaffe Place : Brooklyn, New York

We cater to the Printing Trade in making the most up-to-date line of

Pencil and Pen Carbons

for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters.

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

METALS

Linotype, Monotype, Stereotype
Special Mixtures

QUALITY

First, Last and All the Time.

E. W. Blatchford Co.

230 N. Clinton St. Chicago — 5 Beekman St. New York

A SULLIVAN PRESS

will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 64-F*



SULLIVAN MACHINERY COMPANY
122 South Michigan Avenue, CHICAGO

PRESSMEN'S OVERLAY KNIFE

This knife has been subjected to a careful test for quality of temper. It will be found to hold a keen edge and to be of much flexibility, enabling the operator to divide a thin sheet of paper very delicately. In all respects it is of superior manufacture. The blade runs the entire length of the handle and is of uniform temper throughout. As the knife wears, cut away the covering as required.

PRICE, POSTPAID, 25 CENTS

THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago
1729 Tribune Building, New York

OUR NEW IMPROVED

Shading Films

Are Guaranteed to Remain Transparent, are Deep and Do Not Smudge.

WRITE FOR CATALOGUE

The American Shading Machine Co.
164-168 Rano St., Buffalo, N. Y., U. S. A.

Advertising BLOTTERS

with attractive pictures and ample space for advertising matter. Good margin of profit. Send for samples and prices.

U. S. Photogravure Co.
186 WEST FOURTH STREET
NEW YORK CITY

CONCERNING TYPE

A HANDBOOK FOR USERS OF PRINTING

64 pages—Flexible Cover—3 x 6 inches—a size and shape most convenient for pocket or desk use.

A CYCLOPEDIA
OF
EVERY-DAY INFORMATION
FOR THE
NON-PRINTER ADVERTISING MAN

Ever feel the lack of technical printing knowledge? **"Concerning Type"** tells all about type, how it is divided into text and display faces, explains the point system, shows eighteen kinds of type—each in seven sizes; contains valuable information about engravings, composition, proofreading, paper, presswork, binding, estimating, a complete dictionary of printing terms, and a hundred other things you should know—but probably don't. Endorsed by every one who knows a good thing when he sees it.

Price, 50 Cents, postpaid

THE INLAND PRINTER CO.
1729 TRIBUNE BLDG. NEW YORK — 632 SHERMAN ST. CHICAGO

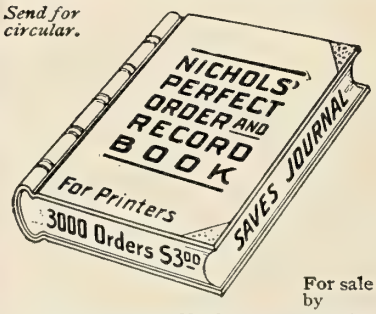
VANDERCOOK PROOF PRESSES

Produce the highest quality proofs immediately, without lockup.

Let us show you sample proofs.

Eastern Sales Company
Manufacturers
1524 Peoples Gas Bldg. CHICAGO

Send for circular.



For sale by
The INLAND PRINTER CO., Chicago and New York.



Woronoco Damask
Woronoco Bond

(*For Commercial Stationery*)

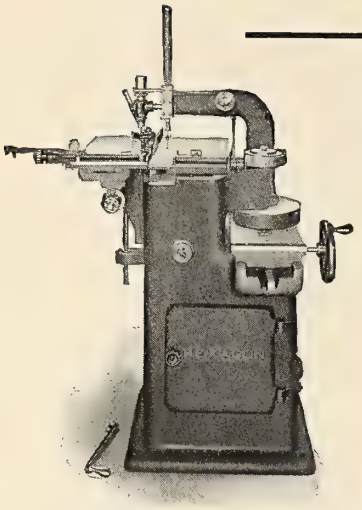
You can, if you do not already, just as well sell WORONOCO DAMASK and WORONOCO BOND as anybody else. They make the kind of stationery you like to print and show and the kind the users like to have. They are all-around business-getters.

Why not start right now? Get the two WORONOCO folders from us to begin with.

STRATHMORE PAPER COMPANY
Mittineague, Mass., U.S.A.

Successor to

WORONOCO PAPER COMPANY



HEXAGON SAW-PLANER

CONCENTRATED EFFICIENCY

IMMENSE SAVINGS

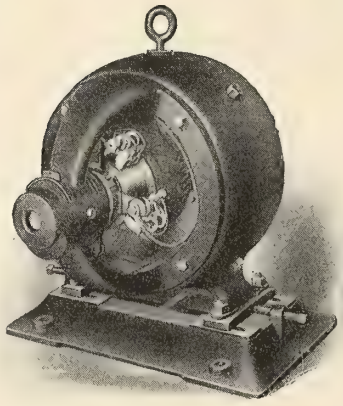
INVARIABLY FOLLOW THE INSTALLATION
OF THIS COMPOSING-ROOM MACHINE

WE WILL SEND YOU ONE TO TRY FOR THIRTY DAYS

HEXAGON TOOL CO. 321 Pearl Street, NEW YORK

There Is Satisfaction

in equipping your plant with motor power that "holds down" your cost of production, and in the knowledge that your plant is run by motors, made for your business.



The Peerless Motor

is made for all printing machinery, supplying the exacting service required, and is sold at the right price.

It's to your interest that you know more about our motors. Ask us for booklet.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 452 Monadnock Bldg. NEW YORK, 43 West 27th Street

And All Principal Cities

SOMETHING NEW IN A CARD CASE



PATENT PENDING

SCORED, TABBED OR PERFORATED CARDS NO LONGER NECESSARY, AS THIS CASE HOLDS LOOSE CARDS FIRMLY IN PERFECT BOOK FORM

It fills a long-felt need, as the different sizes, with the adjustable feature, will *fit any size of business, professional or visiting card.* Case holds twenty-two 2-ply cards and any card in the case may be withdrawn easily without disturbing the other cards. The only case in which a folding card can be used. If too many cards are withdrawn, they can be replaced in case easily, instantly and securely. Cards can not become soiled in pocket. If this case is used, a neat, clean card is always ready for delivery.

Complete Descriptive Circular and Wholesale Prices Upon Application

MURRAY ENGRAVING COMPANY

136 W. Lake Street *Chicago, Ill.*

SOLE MANUFACTURERS AND SELLING AGENTS

GEO. E. CRANE Prest & Mgr. Phone Harrison 4377 JNO. DRURY Secy & Treas.

CHICAGO ROLLER CO.

MANUFACTURERS OF

PRINTERS' ROLLERS

618-620 SHERMAN ST. CHICAGO, ILL.

Give Your Printer a Fair Chance to Make Your Letter-heads Effective

You can not expect really distinctive letter-heads if you insist upon your printer using needlessly expensive paper, and yet limit him in the total cost of your order. Careful printing is essential to effective business stationery, and you can not afford to economize on printing costs. But you *can* secure most attractive letter-heads — properly printed — by using Old Veda Bond — the paper that is capable of artistic, attention-commanding printed effects *without being expensive.* You thus get better letter-heads by paying your printer what you save on paper cost.

OLD VEDA BOND

In appearance, Old Veda Bond is equal to the most expensive bond papers, and its wearing qualities are unsurpassed. Scientifically made by expert papermakers on thoroughly modern machines, Old Veda Bond presents a surface that makes the type of the typewriter stand out with a clean, clear-cut distinctness, while it permits of the most effective printing.

It is made in four beautiful, exclusive shades, Regular and Linen Finish, and permits you to add to the attractivenes of your letter-heads by adopting a house color for all business stationery. Old Veda Bond in colors also make possible a two or even three color effect without the expense of three-color printing.

Your printer knows all about Old Veda Bond. He will tell you that he can give you better looking, better feeling, and better wearing letter-heads by using it. Old Veda Bond offers the appearance and service you are entitled to expect of any first-class bond — yet it costs less than many that are more expensive and offer less. With Old Veda Bond your printer can give you unusually striking letter-heads and its reasonable price enables him to give you more careful workmanship and still save you money.

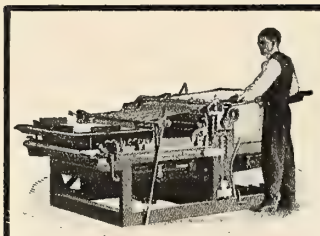
Ask Your Printer or Write Us for Full Information

As a business proposition it is worth your while to investigate Old Veda Bond. Just ask your printer about it. If he does not use Old Veda Bond, dictate a note to us and we will send you an interesting Sample-book showing specimen letter-heads. When you have formed your own opinion about the samples — show them to your printer and ask him if he can not give you better letter-heads for your money on Old Veda Bond. You will save money if you investigate now.

Millers Falls Paper Company

Millers Falls, Mass.

PRINTERS: This is the fourth of twelve full-page advertisements we have contracted for in SYSTEM during 1911 and 1912. This advertisement in the September issue of SYSTEM will be read by 100,000 Business Firms — possibly by 500,000 buyers of commercial printing. Consider what this advertisement means to YOU. Do you know any other paper manufacturer that is doing half as much to help YOU? Write us now for full details of our unique Plan to Increase Printers' Profits.



SWINK TWO-REV. PRESS

SPECIFICATIONS: Size of bed, 27 x 40 in.; size of sheet, 25 x 38 in.; size of type, 23 x 26 in.; floor space, over all, 5 ft. 8 in. x 8 ft. 10 in.; floor space, foundation, 4 ft. 6 in. x 6 ft. 8 in.; front fly or carrier delivery; speed per hour, 2 400; horse-power required, 2

Write for Catalogue and List of Users

WANNER

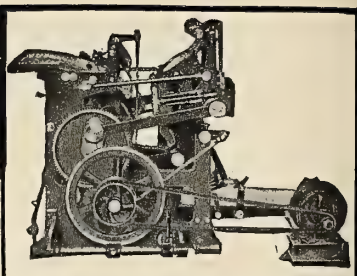
MACHINERY CO.
A. F. WANNER PROP.

215-223 W. Congress St., near 5th Ave., CHICAGO, ILLINOIS

Phones: Harrison 6889 Auto. 52-889

INDEPENDENT SALES AGENTS

Printers' and Binders' Machinery
Composing-Room Furniture
Type and Supplies

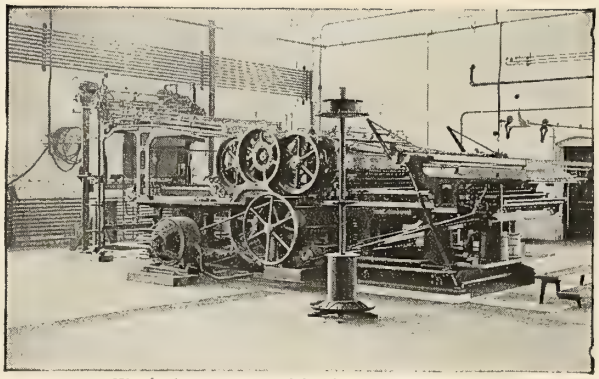


AUTO FALCON PRESS

SPECIFICATIONS: Size inside chase, 18¾ x 12½ in.; speed per hour, 3,500; three form and one distributing rollers; automatic feed; automatic delivery; print from type forms; perfect register; manufactured for 12 years—2,000 in use. Factory now—DOVER, N. H.

Write for Catalogue and List of Users

LARGEST STOCK REBUILT MACHINERY ∴ **Write for List** ∴ **NOVEMBER BARGAINS**



Westinghouse Motor Driving 2-color Miehle Press

Get rid of your shafting and belts by using

Westinghouse Motors

direct connected to your presses and other printing machines. The application of electric motors direct to machines puts an end to all transmission troubles and losses, and does away with all the dirt and grease attending mechanical drive.

Westinghouse Electric & Mfg. Co.

East Pittsburg, Pennsylvania

READ WHAT

Ward & Shaw, Cleveland, Ohio

Have to Say About

The American Folder

September 1, 1911

The American Folding Machine Co.,
Cleveland, O.

Gentlemen—You have asked us to give you our candid opinion in regard to the American Folding Machine which you placed in our factory last February on a thirty-day trial, and for which we paid you March 16th. Before we allowed you to install this machine we were prejudiced as regards to what it would do; you claim so much for it.

After operating it for two weeks, we were so well pleased with it that we decided to keep it, but did not tell you so. We now take pleasure in stating that for the price we think it is the *best money-making machine* we have in our plant. In addition to being a good investment it is a great relief to be able to do away with hand-folding.

You should have no trouble whatever in placing this machine in every *well-managed* printing plant in America.

Yours very truly,

(Signed) T. C. Ward WARD & SHAW

The American Folding Machine Company, Cleveland, Ohio

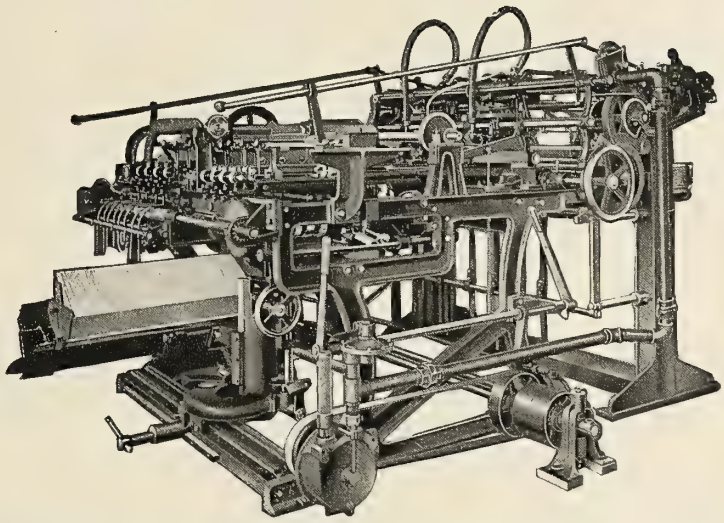
Toronto Type Foundry Co., Toronto, Ont., Canadian Agents

Booklet and other descriptive matter sent on application

Hot Embossing and Ironing of Rough Papers FOR THE TRADE

REVIEW PRINTING & EMBOSSING CO. 501 SOUTH DEARBORN ST., CHICAGO.

THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35x48 to 14x21 inches.

THE PRICE IS IN THE MACHINE.

CHAMBERS BROTHERS CO.
Fifty-second and Media Streets, Philadelphia, Pa.
Chicago Office: : : : : : : : 524 West Jackson Boulevard

JENNEY
UNIVERSAL TYPE MOTORS

Are the High-Grade Standard for All Printing Machinery

AMERICAN ROTARY VALVE CO.
SUCCESSORS TO
Jenney Electric Mfg. Co.

GENERAL OFFICES
156 No. Dearborn St., Chicago

FACTORY
Anderson, Ind.

VACUUM CLEANING MACH'Y — AIR COMPRESSORS

Eagle Printing Ink Co.
24 Cliff Street :: New York

¶ Manufacturers of the Eagle Brand **Two-Color, Three-Color** and **Quad Inks** for **Wet Printing. Inks** that retain their **Full Color Value** when printed on Multicolor presses.

Western Branch:
705 S. Dearborn Street, Chicago.

Factory:
Jersey City, N. J.



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

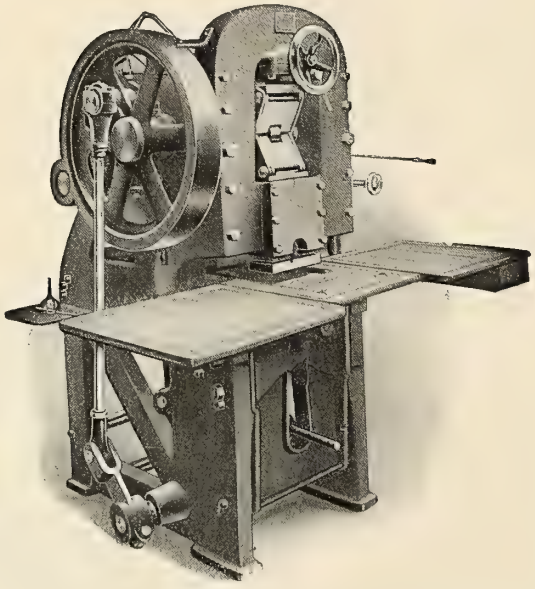
Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago

The Carver Automatic Die Presses



IMPORTANT

To introduce our new *Card Feeding Attachment*, the same will be supplied on all machines ordered until January 1, 1912, without additional charge.

An attachment for feeding small cards has long been needed; now we have it for you.

Our presses are manufactured in the following sizes:

4½ x 9 in.	2½ x 8 in.
3½ x 8 "	2½ x 4 "

C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

Denny, Hilborn & Rosenbach's Steel Die Stamping Inks

Work well on any Power Stamping Press, give a larger run per day and save trouble and time in make-ready.

D. H. R. Reds will not cake in the die or settle in the fountain.

D. H. R. Plate Finish Dull Black No. 303 dries hard over night, will not offset or feather and gives the sharp, smooth impression of fine hand work.

Denny, Hilborn & Rosenbach

PHILADELPHIA

GEO. RUSSELL REED CO., Agents Pacific Coast

Substantial and Simple
Solid and Successful

NR

Little Brother of the
Linotype and Monotype

The Universal Type-Maker Eats Up the Hell-box

New Type for Old
When You Want It
All You Want of It.

NR

Write for Desirable Details to
Universal Type-Making Machine Co.
321-323 North Sheldon Street,
Chicago, Illinois

The Gold Printing of the Future

RIESSNER'S COMBINATION GOLD INK

Of great value and importance to all printers. Gold printing on all kinds of stock. It is a perfect substitute for dry bronze.

Best working qualities. Prints like any other ink. Prints bright gold on rough antique covers and uncoated papers without the use of dry bronzing over size

Send for samples of printing done with this new GOLD INK. Results will surprise you. No scattering of bronze powder into the fiber of cover-stock. No cleaning or dusting of sheets.

Printers can always have fresh gold ink at hand

I furnish GOLD INK in three different kinds, for various kinds of papers, as follows:

No. 1, for all clay coated papers.
No. 2, for all glazed papers.
No. 3, for all rough cover and uncoated papers, for which a sizing for base is required.
} **$3.00** per lb

Sizing for No. 3, $1.00 per lb. • Big discounts in quantities.

Special inducements to ink manufacturers and jobbers.

LET ME SEND YOU A POUND ON APPROVAL

T. RIESSNER

Importer and Manufacturer of Bronze Powder of All Kinds
Composition and Aluminum Leaf

59 Gold Street New York City

No. 4 Box Machine



12-inch Arm — Stitching point 36 or 44 inches from the floor.

20-inch Arm — Stitching point 36 or 44 inches from the floor.

MANUFACTURED BY

The J. L. Morrison Company
534 So. Dearborn St.
Chicago
New York London Toronto

"Perfection" Stitchers for all purposes

Insurance Paid on Your Envelopes

We hereby agree to pay the insurance on your envelopes, printed in the sheet, while in our possession to be made up.

Please note that we also make open-end catalogue envelopes by machinery from stock which you furnish.

It is to your interest to consult us on all envelope matters.

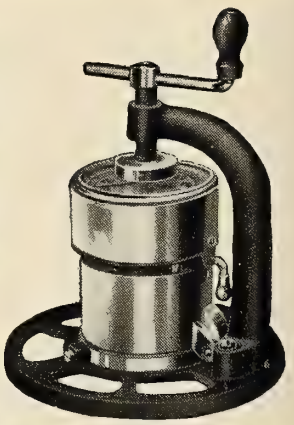
WRITE TO-DAY TO THE

Western States Envelope Co.

Manufacturers of Sure-Stick Envelopes
for Printers and Lithographers

311-313 East Water St., Milwaukee, Wis.

EDDY PAPER TESTER



A Money-Saving Device for the Printer

PAPER is made in hundreds of grades. If you are using a paper costing say 10c. per lb., and were offered another for 9½c. that looked the same, felt the same, and had the same strength, would you hesitate to buy it, and save the ½c. on every pound you use?

You can judge the *looks* and *feel* of a paper; THE EDDY PAPER TESTER will give you the *strength*. Can you afford to be without one?

Write for particulars to

DOBLER & MUDGE
BALTIMORE, MD.

European Sales Agents
H. B. LEGGE & Co., 81 Cannon St., London

The NATIONAL PRINTER-JOURNALIST

is a journal with a purpose and hits the mark. Ninety per cent of its readers are owners of both job-printing and newspaper offices. They are the progressives in the callings, and hundreds, who have read the paper and used its suggestions, have voluntarily testified, time after time, that every issue is worth a whole year's subscription.

Walter Williams, LL.D., Dean of the School of Journalism of the University of Missouri, a close student and observer, a deep thinker and a successful newspaper man for a quarter of a century, and the author of a recently issued standard book, entitled "The Practice of Journalism," put his opinion of the paper in his usual graphic style, by asserting that

"The National Printer-Journalist Is Worth a Hundred Dollars a Year to Any Man With Brains."

Ten dollars a year is none too much for any progressive printer or newspaper-maker or worker to put into journals devoted to his calling.

Among the first ordered should be the *National Printer-Journalist*, for it covers the whole field and treats of all the most advanced and up-to-date methods, giving examples and illustrations. It is practical.

The *National Printer-Journalist* enters upon its twenty-fifth year January 1, 1912, and during all these years has worked constantly for the advancement and improvement, and making more profitable, job printing and newspaper publishing.

There are papers, addresses and editorials on all branches of the callings represented, both instructive and inspiring. The thoughts, opinions and practical methods and experiences of the most eminent and successful members of the callings are given. Besides the handling of all these current matters touching the advance of these callings, there are maintained five departments of notes, criticism and comment, example and illustration, under the heads of:

"Editorial Notes and Points," dealing with all live subjects relative to the callings of newspaper-making and job printing.

"Among the Associations," being practical points brought out at gatherings of editors and printers, Ben Franklin Clubs, cost congresses, Typothetæ and advertisers.

"Newspaper Criticism," reviewing the best newspapers, reproducing model pages and advertisements, with enlightening comments and criticisms, and discussing contents and methods, teaching by example as well as by precept.

"More Work Through Publicity," giving specimens of the most effective advertisements for promoting job printing and newspaper circulation and advertising, with commendation and criticism as to matter and methods, advertising views and making practical suggestions, and generally teaching the way to greater success through effective publicity and persistent use of the same.

The *National Printer-Journalist* is practical, rather than technical, and seeks to instruct and to help to better methods, rather than simply to entertain or amuse. The publisher, however, has, of late, become sincerely interested in *Uncle Remus' Home Magazine*, of Atlanta, Ga., which furnishes both entertainment and amusement, and has arranged to furnish that magazine free with the *National Printer-Journalist* for the coming year to all who pay in advance the regular subscription price of $2 a year, thus giving the two publications for the price of one.

Write at once enclosing check for $2.00 to

National Printer-Journalist

4618 W. Ravenswood Pk. Chicago, Ill.

$3.00 *for* $2.00

National Printer-Journalist 1 year $2.00
Uncle Remus's Home Magazine 1 year $1.00
$3.00

BOTH PAPERS ONE YEAR $2.00

Single special copies of the National-Printer Journalist Twenty Cents ($0.20).



The Hand at the Case and the Brain Behind It

There are two kinds of printers — one is a human Linotype, who automatically works his life out; the other is a thinking printer, who puts brains behind his work, whether it is at the case or the press. The latter seeks in every way to increase his earning power, and thus assure himself of comfort when the days of work are past.

Commercial printing is to-day one of the most important branches of advertising, and as there is more money invested in advertising by the commercial world than any other feature of business development, the importance of a printer's position is readily understood.

It can be truthfully said to-day that advertising is almost an exact science. Of course, a man can not be given original thought, but he can be taught the fundamental principles of advertising, such as writing, selection of mediums, analysis of products and the general essentials of a successful sales campaign.

Investigation in the advertising world proves that more successful advertising men have been recruited from the print-shop than from any other source. This goes to show that there is an opportunity for every printer to use his printing ability as a stepping-stone to higher things in the advertising world.

The International Correspondence Schools, of Scranton, Pa., rank among the largest advertisers in this country. They are credited with being the most successful advertisers in this country. They operate one of the largest, if not the largest, printing plants in the world, and consequently understand the printer's needs, and what he requires to become more successful.

With twenty years' experience as a basis, they have prepared an Advertising Course covering every fundamental feature of advertising, including Type Display, Copy-writing, Follow-up Systems, Managing Advertising Appropriations, Illustrating, Mediums, Catalogue and Booklet Writing, each subject being treated by an expert.

To learn more about the I. C. S. Course of Advertising, fill in and mail the attached coupon

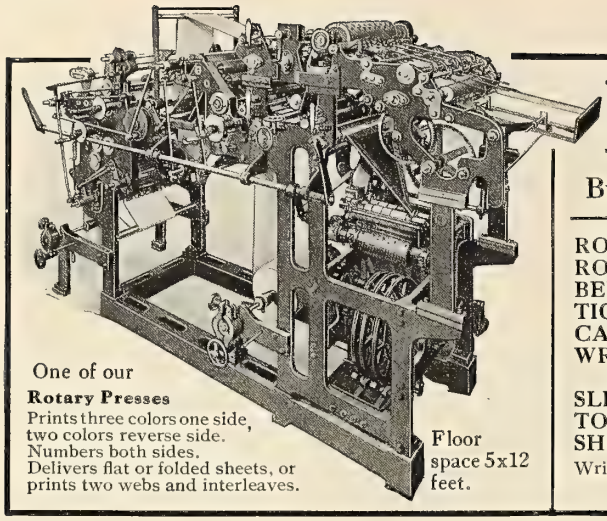
International Correspondence Schools
Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____



One of our
Rotary Presses
Prints three colors one side, two colors reverse side.
Numbers both sides.
Delivers flat or folded sheets, or prints two webs and interleaves.

Floor space 5x12 feet.

MEISEL PRESS & MFG. CO.

944-948 Dorchester Ave., BOSTON, MASS.

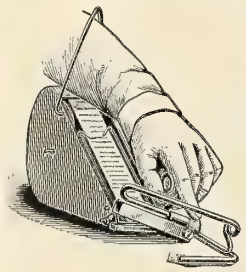
Builders and Designers of Automatic Printing Machinery

ROTARY COLOR PRESSES for wrappers, labels, cartons.
ROTARY PRESSES for publications — folded or flat sheets.
BED AND PLATEN AUTOMATIC PRESSES for roll or sheet products.
TICKET PRESSES for transfers — roll or strip tickets, trading stamps.
CASH-SALES BOOK PRESSES for flat, folded, interleaved books.
WRAPPING-PAPER PRESSES for roll or sheet products — one or more colors.
SLITTERS AND REWINDERS for all kinds of roll products.
TOILET PAPER ROLL MACHINES, plain or perforated rolls.
SHEET CUTTERS — from roll; adjustable for various size sheets.

Write us principal requirements and output desired and we will send full descriptive data for suitable machines and quote prices.

The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

"Factor Bond"

Water-marked

White and Colors

Ream lots 6¼c per lb. Case lots 6c per lb.

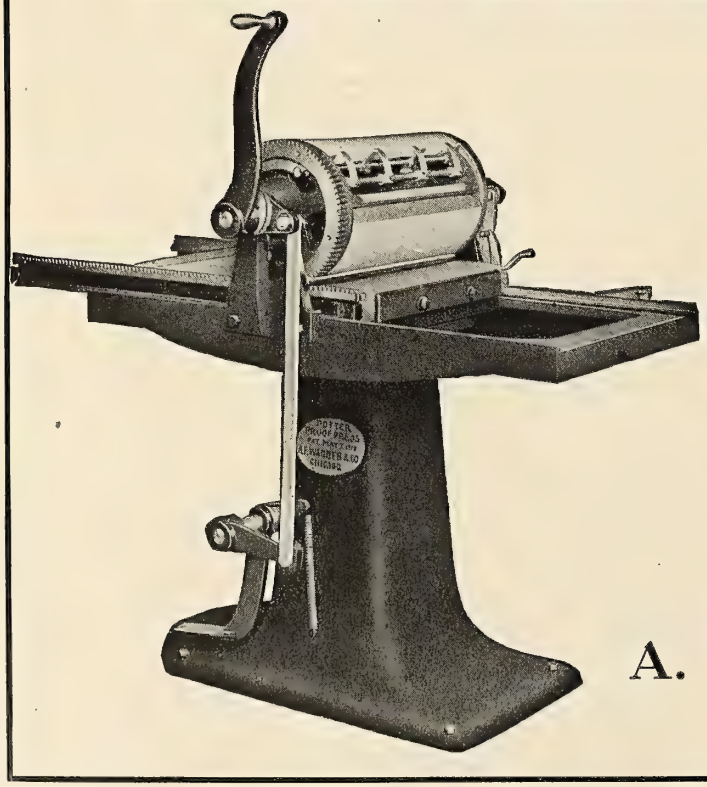
A Complete Stock of all Sizes and Weights

Parker, Thomas & Tucker Paper Co.

514-522 Sherman Street, Chicago, Illinois

A PRESS FOR EVERY PURSE

The POTTER PROOF PRESS is made in four sizes and styles to fit the demands of all printers, with prices ranging from as low as $110.00 up to our largest press at $400.00.



Every one of them is a "POTTER" though, and has the design and construction that have made the name "POTTER" famous on proof presses.

These machines are a real necessity to the busy printer — they mean not only better proofs, but quicker proofs.

You can hardly realize the possibilities of the POTTER PROOF PRESS until you see it and actually run it yourself; however, if you like, we will send you some samples of colorwork done on the machine, together with complete literature, which will give you a good general idea of it. Then, if you wish, we can arrange to make a working demonstration for you in your own plant.

Write right now to your nearest dealer or to the sole owners and manufacturers.

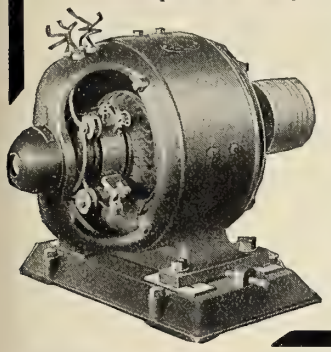
A. F. WANNER & CO.

431 So. Dearborn St., CHICAGO, ILL.

WATSON MOTORS

The ideal power for all printing machinery. Capable of wide speed variation making it doubly valuable on runs of fine colorwork. Part for part, there's no better motor made.

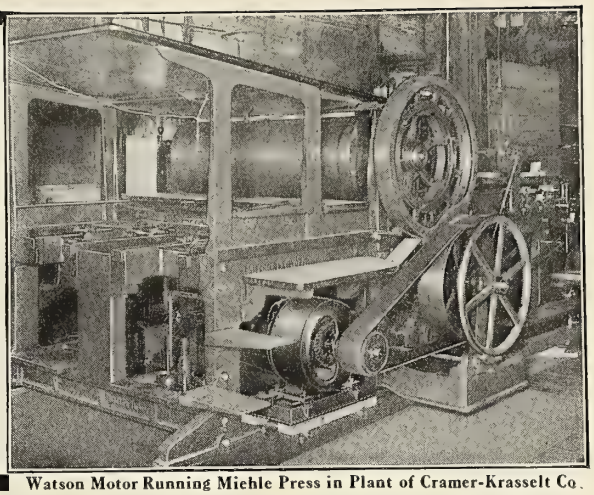
A Watson Motor for every need. ¼ to 40 h.-p. for direct or alternating current service.



Write for information on our new 40 h.-p. motor

Mechanical Appliance Company

Dept. B **Milwaukee, Wis.**



Watson Motor Running Miehle Press in Plant of Cramer-Krasselt Co.

Ideal Coated Paper Co.

ORIGINATORS of Domestic and Imported Qualities

GUARANTEED NON-CURLING GUMMED PAPERS

THE IDEAL MADE REAL

Chicago Office	Mills and Main Office	New York Office
452 MONADNOCK BLDG.	BROOKFIELD, MASS.	150 NASSAU ST.

Our Gummed Papers Have Revolutionized the Label Business.

QUALITY—SERVICE

Brislane-Hoyne Co.

Electrotypers *Nickeltypers*

412-414-416 So. Dearborn Street, Chicago

OUR PLANT IS ENTIRELY NEW AND EQUIPPED WITH ALL OF THE LATEST IMPROVED MACHINERY ESSENTIAL TO THE PRODUCTION OF HIGH-GRADE PRINTING PLATES

SPECIAL ATTENTION TO COUNTRY ORDERS

The CLEVELAND FOLDER

THE EFFICIENT PARALLEL, OBLONG, AND RIGHT-ANGLE FOLDER



— Perfect Register
— Highest Speed.
— Greatest Range of Sizes. Sheets 2 x 3 to 19½ x 38.
— Largest Variety of Folds.
— No Tapes—No Knives used in Folding.
— Endorsed by Repeat Orders.
— Installed on an Unconditional Guarantee of Absolute Satisfaction.

The Cleveland Folding Machine Company

717 Lakeside Ave., CLEVELAND, OHIO



SAY!

Why Don't You Leading Lithographers and Color Printers

Equip Yourselves to Get a Large Amount of the

ADVERTISING PLAYING CARDS

That Are Always in Demand?

¶ I am the **DEAN** of **Playing-Card Manufacturers** and am responsible for **Russell's Famous Playing Cards** and am ready to contract with you to start you off at very small expense, by which you can make **Advertising Playing Cards** for your regular customers—you would have done this before, *but you didn't know how!*

WILLIS W. RUSSELL ∴ **140 Nassau Street, NEW YORK CITY**

Over 5,000 of America's Best Printers and Publishers Using Our Metallic Inks Exclusively.

Gold and Silver Inks

That Work and Print Right

Gold in various shades — copper, aluminum (silver) and colored bronze inks. Print on coated stock, such as enamel book, coated litho or plate, and glaze or flint papers, coated or enamel card stocks, imported bag papers (transparent parchmyn paper), etc.

Our inks work on job, cylinder or rotary presses and "do not pack." Print fine rule and type as well as "solids."

Retain the luster and brilliancy of bronze. In many instances superior to bronze work, giving clean, bright results, working over other inks, or can be used as a "base," giving perfect results to other colors.

BETTER THAN BRONZE

Our new process gold and aluminum inks give remarkable results on all rough covers, bonds and linens, wood and cloth stocks, and deliver a clean job at less cost — and, best of all, quickly.

We wish it understood by the printing fraternity that we are the original inventors and sole manufacturers of these inks, this process and accessories.

There are many very inferior imitations of our inks being advertised and "peddled" by would-be gold-ink concerns that have passed into the decade since our goods and improved methods have come on the market. Some even copy our advertising matter. However, we trust the intelligent printer and pressman will investigate and avoid getting "stung." A comparison of the results with our inks against any and all others is all we ask.

Our inks are fully guaranteed to do all we claim.

Write for Specimens and Literature Giving full Details and Prices

The Sleight Metallic Ink Company

Inventors and Sole Manufacturers

Chicago Office — **538 So. Dearborn St.**

New York City — **154 Nassau St., Tribune Bldg.**

Factory Office, 5907 Market St., Philadelphia, Pa.

Save Time *and* Expense

by installing the

Mechanical Chalk Relief Overlay Process

at your plant.

"Shop right" to manufacture and use the Overlay granted to employing printers.

No unusual skill is required to produce the Overlay. It is merely necessary to make a print on both sides of the Overlay Board and to pass same through a weak etching solution.

Overlay produced at 1/10 of a cent per square inch for material, plus labor.

Printing results are far superior to those obtained with the aid of any other overlay method.

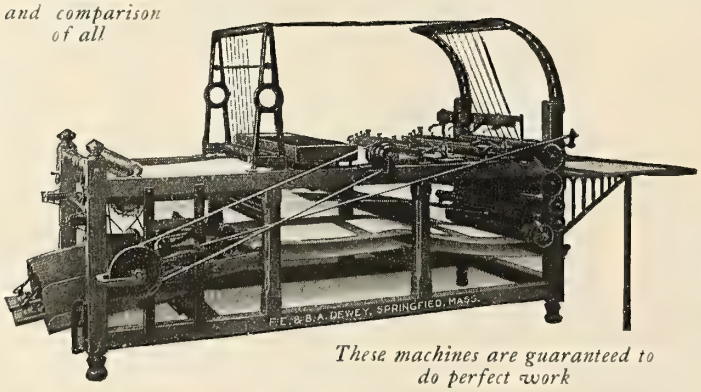
Any additional information desired furnished by

WATZELHAN & SPEYER

General Representatives

183 William Street, New York, N. Y.

It stands the test and comparison of all



These machines are guaranteed to do perfect work

If You Are Ambitious to Produce a High Standard of Work, then your first move is to equip your bindery with dependable machinery.

The Reliable Dewey Ruling Machine

has stood the test—therefore you are not buying an experiment. Its new features are worth your investigation, and before you buy, do yourself justice by getting all particulars.

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

WOODTYPE

(Wood Type Series 65—6 line)

We manufacture wood type of absolute perfection in point of uniformity, height and line. No underlaying necessary when you use our make. Our Wood Type is cut on solid grained end wood, specially imported for the purpose, and is made doubly durable by putting it through a special oil process to preserve against possible dampness. Wood Type is lighter in weight and cheaper in price than metal type. Our new catalogue showing modern type faces now ready. You should look it over and investigate the merits of our proposition.

EASTERN BRASS & WOOD TYPE COMPANY

Office and Factory: 71 Kennett Avenue **WOODHAVEN, NEW YORK CITY**

We Guarantee to Remove Electricity from the Paper in 20 Minutes

De Boise Bresnan's Electricity Annihilator is the conqueror of electricity in paper. A simple application by following the directions will prove this.

It Is Not What We Say the Electricity Annihilator Will Do
But What Its Users Say It Has Done.

We can show a list of representative printers who have used it for a number of years and would not be without it, as they find it

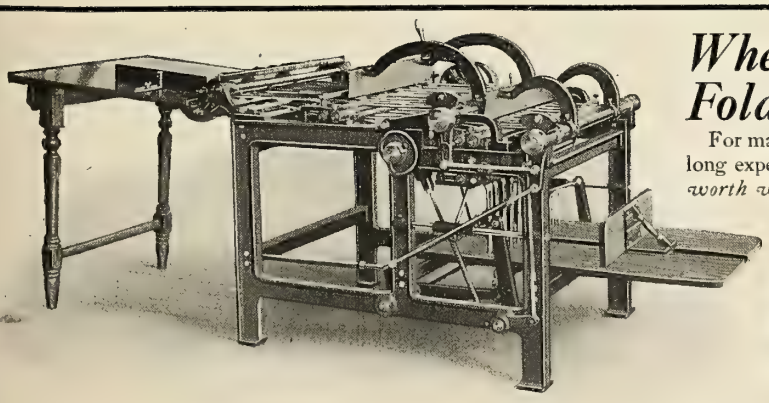
A GREAT MONEY-SAVER

"The proof of the pudding is in the eating," and we will be glad to demonstrate this at any time.

Send your order NOW and be prepared when the trouble comes. Remember, we guarantee it to work or refund your money.

DEBOISE BRESNAN COMPANY, **15 Frankfort Street NEW YORK CITY**

PLEASE MENTION THE INLAND PRINTER



When You Buy an Anderson Folder

you will own an "up-to-the-minute" machine, made to fill the printers' demands.

For many years we have built and repaired folders, and our long experience has enabled us to place on the market a folder *worth while.*

THE ANDERSON
TWO-FOLD PARALLEL FOLDER

thoroughly dependable and a satisfactory investment. Built for folding 4, 6 and 8 pages, either single or in gangs; 16 or 32 page booklets can be folded by feeding through a second time.

Mechanical features and what this folder will do for you will be cheerfully explained to any one interested.

C. F. ANDERSON & CO.

712 S. Clark Street **Chicago, Ill.**

How we are helping you to better satisfy your customers and make more money

"The Trade-mark that Makes Good"

The advertising campaign we are conducting on Best Value Bonds is advertising *for you.* By it we are popularizing these papers — telling their value to practically every worthwhile user of business stationery in the United States each month.

Since it is our invariable policy to *sell only through printers* — this advertising enables you to secure more orders for stationery from your old customers — to win *new* customers — satisfy them all — and make more money without increasing your price.

And it is further to your advantage to co-operate with us because the wide variety of the Best Value Line enables you to purchase from one firm any grade of bond paper demanded for every job.

For a real distinctive, rich and effective bond, we recommend

COSMIC BOND

having all the appearance and wearing quality of the most costly papers, *but selling at a popular price.* It is loft-dried and will take printing or lithographing equally well. You will be interested in comparing its price and quality with those of any other bond of a similar grade.

Two other sterling values — *Old Vermont Bond* and *Royal Bank Bond* each offer elegant effects, varying in desirability according to individual tastes and ideas of price.

Will you help us help *you?*

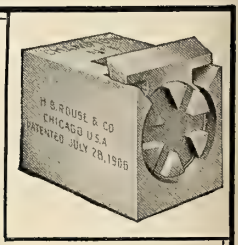
For real efficiency and economy, we suggest *National Bond* as the Best Paper Value on the market. It is loft-dried, with all the characteristics of the highest grade bonds, yet it affords a saving of 60% on the cost of your paper. No matter what grade of bond paper you are using, it will pay you to examine the strength, color and finish of National Bond. Test it in any way you like — compare it with bonds twice as costly and judge it for yourself.

May we not send you samples and prices and place your name on our list so that we can refer to YOU inquiries from our advertising that come from your section?

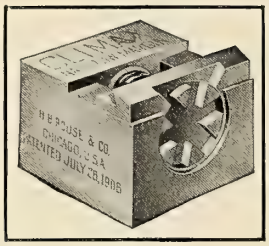
ADMITTEDLY BEST SERVICE

Union Card & Paper Company, Dept. X, 45 Beekman Street, New York

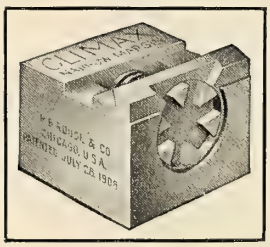
When You Buy the Rouse Unit System

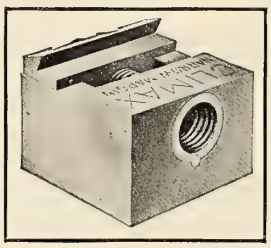


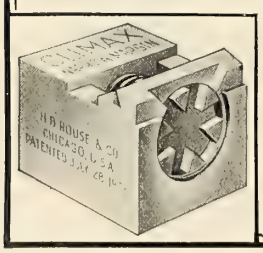
It means that you have investigated competing systems and that you have decided to install a system "on time — right up to the minute," and not a system built up on *claims* or several years *out of date.* The printer who undertakes to meet competition with an awkward make-ready system can not hope to make a fortune.



THE ROUSE UNIT SYSTEM supplies that great deficiency for both make-up and make-ready, eliminates all wastes of time in making up, making ready and registering — not found in any other system. Our system permits the quickest change in plates, the narrowest possible margin and permanent make-ready.







You must keep your presses constantly on the go and the ROUSE UNIT SYSTEM insures continued output—no loafing. It is well to keep posted on unit system bases, register hooks, etc., and protect yourself against imitation. Our handsome illustrated catalogue, containing many important facts, mailed upon application. It is worth your while to investigate this system if you contemplate decreasing the cost of your output.

SOLD BY DEALERS EVERYWHERE—MADE ONLY BY

H. B. ROUSE & COMPANY, CHICAGO

"THE REGISTER HOOK PEOPLE"

NOW
Is
Your Opportunity
to Learn Estimating by Mail

WHY REMAIN in the mechanical end of the printing business when you can educate yourself in the profit end of the business?

AS A SUPERINTENDENT OR FOREMAN, you have reached the limit of both salary and position.

AS AN ESTIMATOR, you are more valuable to your employer and can command a higher salary.

THOUSANDS of printing concerns all over the country are on the lookout for competent estimators, and—

ORGANIZATIONS are trying hard to find competent men to supply the demand.

ANY PRINTING HOUSE employee with average intelligence can master the art of estimating as taught in our Simplified Method by Mail.

Full course of 12 lessons in 6 months for $25.00—$10.00 down—$5.00 per month for 3 months.

VALUABLE KEY SHEETS with each lesson and general information on Costs.

Students are taught to estimate correctly on:

Composition	Stock
Make-up	Press Running
Lock-up	Ink
Electrotyping	Binding
Engraving	Packing
Make-ready	Delivery

STUDY ESTIMATING BY MAIL! It is the most satisfactory method, for a student need not neglect his regular work.

Send for Enrollment Blank

THE MASTER PRINTER PUBLISHING COMPANY

1001 Chestnut Street

PHILADELPHIA, PA.

For Every Use

We manufacture a bond to fulfil the requirements of what we know the average business man and printer requires, and it is a bond that will stand the test alongside of the higher-priced papers, therefore you obtain a high-grade quality at a low price.

MARQUETTE BOND

is especially adapted for all commercial office demands, and its lithographic and offset results can not be surpassed. For loose-leaf, invoices, letter-heads, statements, etc.,

MARQUETTE BOND

is decidedly popular, because you get a splendid basis of color scheme for a complete office system.

Our price for this thoroughly good bond stock will surprise you when you consider its high quality. If you have never examined our line, write us your request for samples, using your letterhead (this to avoid curiosity inquiries), which will be mailed to you free of charge.

We carry a full line in all sizes and weights, white and eight colors, for immediate shipment, including 22 x 34-26, also white and in eight colors

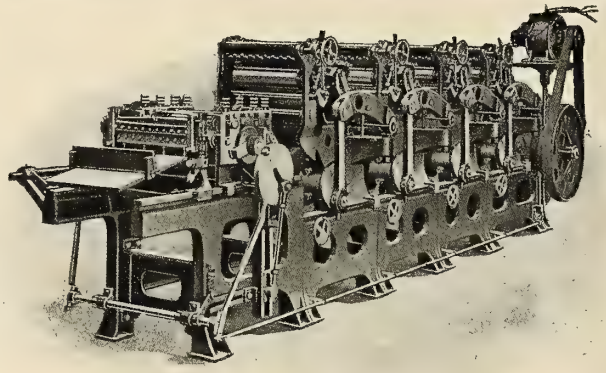
Swigart Paper Company

653-655 South Fifth Avenue **Chicago, Ill.**

Twenty-One Thousand Six Hundred

Complete Tickets Per Hour is the Work a CASIMIR PRINTING PRESS is Doing in One Big Office.

The tickets are 5x9 inches in size, are perforated in the center and folded on the line of perforation. There are two colors. Numbering and punching as well, *all done* on each ticket.



This printer has no fear of competition on this job or any of the others he is doing on the *Casimir*.

Every printer has some work that can be done better and cheaper on the *Casimir*. Send us samples of your *job* and we will give you estimates promptly, also catalogue and full information regarding the *Casimir*.

CASIMIR VON PHILP COMPANY,
Bridgeton, New Jersey,
Manufacturers

Sole Selling Agents West of and Including Cincinnati
A. F. WANNER & COMPANY
431 South Dearborn Street Chicago, Ill.

GEORGE C. ANDREWS,
Eastern Selling Agent,
Room 6035, 1 Madison Ave.,
New York City

Clean Wiping Rags

have proven the most economical, convenient and sanitary addition to the pressroom, engraving department — in fact any department about a modern print-shop where machinery or engravings are used.

We Are Not "Ragmen"

but launderers of rags put through a thoroughly sanitary cleaning process, each rag carefully selected, all buttons, pins, hooks, eyes, in fact anything "scratchy" removed by hand prior to cleansing.

No possible chance to ruin electros, half-tones, type-faces or printers' rollers. Rags are soft, clean and absorbent.

We Guarantee Every Rag

thoroughly sterilized, hand selected, sanitary, and each bale is accompanied by an affidavit covering our process of preparation. This removes any possibility of the printer purchasing an inferior rag at a high price.

Send to-day for particulars, quantities you use, and we will mail you our regular price-list or special quotation.

IDEAL
IDEAL SANITARY SUPPLY CO.
BRAND

1930-32-34 WARREN AVENUE CHICAGO

Increase Your Income

Every printer gets orders for booklets, catalogs, etc., *in their entirety*. But the writing and planning of such work is an art in itself. Don't let the next job slip by through inexperience or inability to handle it.

Write Me

I specialize in advertising literature. A practical knowledge of printing and close touch with the best art and engraving facilities enables me to cooperate with you to the satisfaction of your customers. And my charges are commensurate with what I give, as I aim to make *permanent* clients. Let me help you.

Howard Vincent O'Brien
426 Arlington Place Chicago

PROOFS

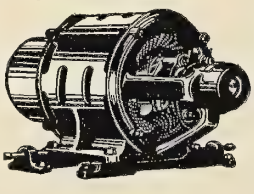
from the pressrooms of printers who use them — demonstrate that

RICHMOND 2 and 3 phase ¼ to 100 h.-p. **MOTORS**

give the maximum of service at the minimum of cost. "A speed for every job!"

EVERYBODY, FROM PROPRIETOR TO "DEVIL" PRONOUNCE THEM **O. K.**

Write for Bulletin No. 14, to-day.



145 Chambers Street - - - New York City
176 Federal Street - - - - Boston, Mass.
322 Monadnock Block, - - Chicago, Ill.
1011 Chestnut Street, Rm. 626, Philadelphia, Pa.
1120 Pine Street, - - - - - St. Louis, Mo.
226-30 Huron Street - - - - Toledo, Ohio
1006 Majestic Bldg. - - - - Detroit, Mich.
505 Swetland Bldg., Cleveland, Ohio
148 McGill Street, Montreal, Canada

Richmond Electric Co.
RICHMOND, VA.

HOW THE I. T. U. COURSE HELPS

"I have done well in taking up the Course, for now I am always sure of what I am doing, whether it is composition or stonework. Before, I was guessing whether the job was done right or not, so I usually asked somebody else, but I never got much advice, as he usually never had much advice to give. Now I'm the head stoneman, get all the best jobs to set up, and mark copy for the linotype men.

"Some compositors try to tell me the Course is a fake, but they are just the ones that don't seem to hold a job in one place very long."

This is the expression of a twenty-year-old student living in a Massachusetts city.

It illustrates the difference between the instruction a young man receives in an office and what he secures from the instruction department of the I. T. U. Course. The result is natural. Even if a fellow-compositor had the information to give, he is not employed to instruct others. He is kept busy looking after his own interests.

Instructors connected with the Course have the information, possess the quality of imparting it, and are paid for passing it on to others.

The correspondence method insures individual attention. The criticism and advice are suited to the needs of the particular individual to whom they are addressed, and are not stereotyped formulas.

The writer of the testimonial profited by this intensive supervision of his work as well as by the knowledge he secured of the underlying principles of typography.

Though its price indicates cheapness, yet there is nothing fakey about the Course. Thoroughness and earnestness are its dominating characteristics. It will do for any earnest, intelligent compositor what it has done for the writer whom we quote above.

It is sold for less than half its commercial value, because it is endowed by the International Typographical Union.

For Complete Information About This Course Drop a Postal to

THE I. T. U. COMMISSION

632 SOUTH SHERMAN ST., CHICAGO

Sold below actual cost. Terms—$23 for cash, or $25 if paid in installments of $2 down and $1 a week till paid. The International Typographical Union gives a rebate or prize of $5 to each student who finishes the Course.

A Contest in Newspaper Front Pages

is announced, with complete rules and list of awards, in the NOVEMBER number of

The American Printer

Every printer connected with a newspaper and every publisher of small or large cities will be interested in this competition. Then there is also a new series of articles on Bookbinding, an illustrated article on the new Princeton University Press, Theodore L. De Vinne has an article on Cheap Books, a half dozen job designs are reset and shown in color, the pressman is told valuable points, there is a list of equipment needed for starting a small engraving shop, a number of new queer things in printerdom have been discovered, several handsome color inserts are shown, illustrated reports of several cost congresses are given, there is more practical stuff about the offset process — and much more than there is room to tell about here. The NOVEMBER number is out November 1.



If you are not a subscriber, send 20c. for a sample copy or two dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City

THE PRINTING ART

"The Fashionplate of Printerdom"

THE HANDSOMEST PRINTING-TRADE JOURNAL PUBLISHED

DESIGN, typography, colorwork, engraving, and other features are fully covered each month. It is a publication that interests equally the employing printer, compositor and pressman, as well as the publisher, engraver, and booklover.

Annual subscription, $3.00; single copies, 30 cents. Foreign subscriptions, $5.00, including postage. Canadian subscriptions, $3.75 per year. Mention this magazine and secure a free sample copy.

THE PRINTING ART
Cambridge, Mass.

You have an unusual opportunity to reach the Office Appliance Dealer, Retail Stationer, and Purchasing Agent, through only ONE medium — the

Inland Stationer

Business Equipment Journal

¶ An examination of the magazine itself shows you why.

¶ The Office Appliance Dealer and the Retail Stationer subscribe for it because it handles the selling end of their lines in a business-like manner. Every issue contains articles of sales plans of real practical value.

¶ The Purchasing Agent subscribes for it because it keeps him in close touch at all times with the latest and best developments in business equipment.

¶ You can reach all three with *one* advertisement and at *one* price by using *only* INLAND STATIONER—**BUSINESS EQUIPMENT JOURNAL.** Let us send you some important facts.

Inland Stationer
Business Equipment Journal
624-632 Sherman Street
Chicago

Save a Dollar!

If you send remittance *now*, while this offer holds good, we will send the book mentioned below, postpaid, for

$1.50

Reference Handbook of Electrotyping and Stereotyping

By C. S. PARTRIDGE

This book has heretofore been sold for $2.50. It contains a wealth of information that no electrotyper or stereotyper can afford to be without

THE INLAND PRINTER CO.
632 SHERMAN STREET, CHICAGO

BOOKS AND UTILITIES

BOOKBINDING

BOOKBINDING — Paul N. Hasluck $0.54
BOOKBINDING AND THE CARE OF BOOKS — Douglas Cockerell 1.35
BOOKBINDING FOR AMATEURS — W. J. E. Crane 1.10
MANUAL OF THE ART OF BOOKBINDING — J. B. Nicholson 2.35
THE ART OF BOOKBINDING — J. W. Zaehnsdorf 1.60

COMPOSING-ROOM

ART AND PRACTICE OF TYPOGRAPHY $5.00
CONCERNING TYPE — A. S. Carnell 50
CORRECT COMPOSITION — Theodore Low De Vinne 2.10
DESIGN AND COLOR IN PRINTING — F. J. Trezise 1.00
IMPOSITION, a Handbook for Printers — F. J. Trezise 1.00
IMPRESSIONS OF MODERN TYPE DESIGNS 25
MODERN BOOK COMPOSITION — Theodore Low De Vinne 2.10
PLAIN PRINTING TYPES — Theodore Low De Vinne 2.10
THE PRACTICAL PRINTER — H. G. Bishop 1.00
PRINTING — Charles Thomas Jacobi 2.60
PRINTING AND WRITING MATERIALS — Adèle Millicent Smith 1.60
SPECIMEN BOOKS:
Bill-heads 25
Envelope Corner-cards 25
Letter-heads 50
Professional Cards and Tickets 25
Programs and Menus 50
Covers and Title-pages 75
TITLE-PAGES — Theodore Low De Vinne 2.10
VEST-POCKET MANUAL OF PRINTING 50

DRAWING AND ILLUSTRATION

A HANDBOOK OF ORNAMENT — Franz Sales Meyer $3.75
A HANDBOOK OF PLANT FORM 2.60
ALPHABETS — A HANDBOOK OF LETTERING — Edward F. Strange 1.60
ALPHABETS OLD AND NEW — Lewis F. Day 2.10
DECORATIVE DESIGNS — Paul N. Hasluck 54
DRAWING FOR REPRODUCTION — Charles G. Harper 2.35
HUMAN FIGURE — J. H. Vanderpoel 2.00
LESSONS ON ART — J. D. Harding 1.10
LESSONS ON DECORATIVE DESIGN — Frank G. Jackson 2.10
LESSONS ON FORM — A. Blunck 3.15
LETTERS AND LETTER CONSTRUCTION — F. J. Trezise 2.00
LETTERS AND LETTERING — Frank Chouteau Brown 2.10
LINE AND FORM — Walter Crane 2.35
THE PRINCIPLES OF DESIGN — E. A. Batchelder 3.00
THEORY AND PRACTICE OF DESIGN — Frank G. Jackson 2.60

ELECTROTYPING AND STEREOTYPING

ELECTROTYPING — C. S. Partridge $2.00
PARTRIDGE'S REFERENCE HANDBOOK OF ELECTROTYPING AND STEREOTYPING — C. S. Partridge 1.50
STEREOTYPING — C. S. Partridge 2.00

ESTIMATING AND ACCOUNTING

A MONEY-MAKING SYSTEM FOR THE EMPLOYING PRINTER — Eden B. Stuart $1.00
BUILDING AND ADVERTISING A PRINTING BUSINESS — H. H. Stalker 1.00
CAMPSIE'S POCKET ESTIMATE BOOK — John W. Campsie 75
CHALLEN'S LABOR-SAVING RECORDS — Advertising, Subscription, Job Printers. 50 pages, flexible binding, $1; 100 pages, half roan, cloth sides, $2, and $1 extra for each additional 100 pages.
COST ESTIMATES FOR EMPLOYING PRINTERS — David Ramaley $0.50
COST OF PRINTING — F. W. Baltes 1.50
COST OF PRODUCTION 3.00
FUNDAMENTAL PRINCIPLES OF ASCERTAINING COST — J. Cliff Dando 10.00
HINTS FOR YOUNG PRINTERS UNDER EIGHTY — W. A. Willard 50
HOW TO MAKE MONEY IN THE PRINTING BUSINESS — Paul Nathan 3.20
NICHOL'S PERFECT ORDER AND RECORD BOOK, by express at expense of purchaser 3.00
ORDER BOOK AND RECORD OF COST — H. G. Bishop, by express at expense of purchaser 3.00
PRINTERS' ACCOUNT BOOK, 200 pages, by express at expense of purchaser, $3.50; 400 pages, by express at expense of purchaser 5.00
PRINTER'S INSURANCE PROTECTIVE INVENTORY SYSTEM — Brown 10.00
STARTING A PRINTING-OFFICE — R. C. Mallette 1.60

LITHOGRAPHY

HANDBOOK OF LITHOGRAPHY — David Cumming $2.10
LITHOGRAPHIC SPECIMENS 3.50
METALOGRAPHY 2.00
METAL-PLATE PRINTING 2.00
PRACTICAL LITHOGRAPHY — Alfred Seymour 2.60
THE GRAMMAR OF LITHOGRAPHY — W. D. Richmond 2.10

MACHINE COMPOSITION

A POCKET COMPANION FOR LINOTYPE OPERATORS AND MACHINISTS — S. Sandison $1.00
CORRECT KEYBOARD FINGERING — John S. Thompson 50
FACSIMILE LINOTYPE KEYBOARDS 25
HISTORY OF COMPOSING MACHINES — John S. Thompson; cloth, $2.00; leather 3.00
THALER LINOTYPE KEYBOARD, by express at expense of purchaser 4.00
THE MECHANISM OF THE LINOTYPE — John S. Thompson 2.00

MISCELLANEOUS

THE BUILDING OF A BOOK — Frederick H. Hitchcock $2.20
EIGHT-HOUR-DAY WAGE SCALE — Arthur Duff 3.00
THE GRAPHIC ARTS AND CRAFTS YEAR-BOOK (foreign postage 80c extra) 5.00
INKS, THEIR COMPOSITION AND MANUFACTURE — C. Ainsworth Mitchell and T. C. Hepworth 2.60
MANUFACTURE OF INK — Sigmund Lehner 2.10
MANUFACTURE OF PAPER — R. W. Sindall 2.10
MILLER'S GUIDE — John T. Miller 1.00
OIL COLORS AND PRINTING INKS — L. E. Andes 2.60
PRACTICAL PAPERMAKING — George Clapperton 2.60
PRINTER'S HANDBOOK OF TRADE RECIPES — Charles Thomas Jacobi 1.85

NEWSPAPER WORK

ESTABLISHING A NEWSPAPER — O. F. Byxbee $.50
GAINING A CIRCULATION — Charles M. Krebs 50
PERFECTION ADVERTISING RECORDS 3.50
PRACTICAL JOURNALISM — Edwin L Shuman 1.35
WRITING FOR THE PRESS — Luce; cloth, $1.10;

PRESSWORK

A CONCISE MANUAL OF PLATEN PRESSWORK — F. W. Thomas $.25
AMERICAN MANUAL OF PRESSWORK 4.00
COLOR PRINTER — John F. Earhart.
MODERN PRESSWORK — Fred W. Gage 2.00
NEW OVERLAY KNIFE, WITH EXTRA BLADE 35
Extra Blades for same, each 05
OVERLAY KNIFE 25
PRACTICAL GUIDE TO EMBOSSING AND DIE STAMPING 1.50
STEWART'S EMBOSSING BOARD, per dozen 1.00
TYMPAN GAUGE SQUARE 25

PROCESS ENGRAVING

A TREATISE ON PHOTOGRAVURE — Herbert Denison $2.25
LINE PHOTOENGRAVING — Wm. Gamble 3.50
METAL-PLATE PRINTING 2.00
METALOGRAPHY — Chas. Harrap 2.00
PENROSE'S PROCESS YEAR-BOOK 2.50
PHOTOENGRAVING — H. Jenkins; revised and enlarged by N. S. Amstutz 3.00
PHOTOENGRAVING — Carl Schraubstadter, Jr 3.10
PHOTO-MECHANICAL PROCESSES — W. T. Wilkinson 2.10
PHOTO-TRICHROMATIC PRINTING — C. G. Zander 1.50
PRIOR'S AUTOMATIC PHOTO SCALE 2.00
REDUCING GLASSES 35
THREE-COLOR PHOTOGRAPHY — Arthur Freiherrn von Hubl 3.50

PROOFREADING

BIGELOW'S HANDBOOK OF PUNCTUATION — Marshall T. Bigelow $.55
CULINARY FRENCH 35
ENGLISH COMPOUND WORDS AND PHRASES — F. Horace Teall 2.60
GRAMMAR WITHOUT A MASTER — William Cobbett 1.10
THE ORTHOEPIST — Alfred Ayres 1.35
WEBSTER DICTIONARY (Vest-pocket) 50
PENS AND TYPES — Benjamin Drew 1.35
PROOFREADING AND PUNCTUATION — Adèle Millicent Smith 1.10
PUNCTUATION — F. Horace Teall 1.10
STYLEBOOK OF THE CHICAGO SOCIETY OF PROOFREADERS 30
THE ART OF WRITING ENGLISH — J. M. D. Meiklejohn, M.A 1.60
THE VERBALIST — Alfred Ayres 1.35
TYPOGRAPHIC STYLEBOOK — W. B. McDermutt 50
WILSON'S TREATISE ON PUNCTUATION — John Wilson 1.10

Published or For Sale by

THE INLAND PRINTER COMPANY

624-632 Sherman St., CHICAGO — 1729 Tribune Building, NEW YORK

PAMPHLET GIVING CONTENTS OF EACH BOOK MAILED ON REQUEST

Throw Out

Your Electrotype or Stereotype Plant

Install an *Aluminotype plant* and make perfect plates for ½ your present cost. If you have no plant, you can now make your own book plates and save time, money, inconvenience.

ALUMINOTYPES

are *sharper*, *harder* and *better* than Electrotypes. Aluminotypes lay ink like nickeltypes and will not rust nor corrode. Aluminotypes are a perfect reproduction of your type and require no make-ready as they are made absolutely level and need no finishing.

Sample Book Plates will be sent to reliable houses on request.

We own the United States letters patent and will install plants in rotation that orders are received

THE RAPID ELECTROTYPE CO.

Cincinnati

TABLE OF CONTENTS—NOVEMBER, 1911.

PAGE

Advertisements, Type Consistency in..... 223
Advertisements, The Typography of..... 235
Ambitious Young Printer, An..... 226
Apology to President Lynch, An..... 253
Apprentice Printers' Technical Club..... 245
Australia, An Appreciation from..... 259
Bell, James A., Biographical Sketch of..... 266
Ben Franklin Club, Call for International Convention of 282
"Books on Printing"..... 282
BUSINESS NOTICES:
Advertising Sixteen Years Old Still Brings Big Returns 288
Bronze Inks That Work..... 288
Butler's Stationery Catalogue..... 289
Caslon Faces 290
Chandler & Price New Series Press, The... 288
Denverites Like It..... 288
Falcon Press, A New Catalogue of..... 288
Mergenthaler Linotype Company Selling Agent for The Thompson Typecaster.. 289
One of the Masters Speaks..... 288
"Seybold Full Line"..... 288
Swink High-grade Press, The..... 288
Time, Keeping Track of..... 288
Wrapping-paper Press, Largest..... 289
Centenary of Cylinder Printing-press..... 284
China, Routing Letters to..... 234
Color Surpasses Logic..... 253
Compositors, A Criticism of Present-day..... 240
CONTRIBUTED ARTICLES:
Apprentice Printers' Technical Club — No. XII 245
Educating the Untaught Customer..... 212
Grammar and Proofreading — No. V..... 235
Printers' Problems and How to Solve Them 260
Remaking a Country Paper..... 221
Selling Printing in the Printers' Office.... 212
Sources of Inspiration to the Job Compositor 219
Transmogrification of Johnny, A..... 216
Type Consistency in Advertisements..... 223
Typography of Advertisements, The — No. X 235
CORRESPONDENCE:
Deaf Printer, The..... 239
Progressive and Aggressive Printing..... 238
Unfortunate Utterance, An..... 238
Cost Commission Muddle, The..... 227
Cost Congress, Status of the..... 253
Cost System, What It Does..... 220
Country Paper, Remaking a..... 221
Country Towns, Good Printing from..... 228
Crocker, Frank L..... 241
Customer, Educating the Untaught..... 209
EDITORIAL:
About New Wage Systems..... 229
Ambitious Young Printer, An..... 226
Cost Commission Muddle, The..... 227
Good Printing from Country Towns..... 228
New National Association, A..... 228
Notes 225
Printer as a Citizen, The..... 226
Railroad Strike in England, The..... 227
Educating the Untaught Customer..... 209
Foreign Graphic Circles, Incidents in..... 231
Fourth Cost Congress Will Be Held..... 282
Getting Down to Fact..... 243
Good Printing from Country Towns..... 228
Grammar and Proofreading — No. V..... 234

PAGE

Gutenberg's Principal Productions..... 237
ILLUSTRATIONS:
Down to the Spectral Bene..... 290
Full House, A..... 268
"Multum in Parvo"..... 230
Nimrod 244
Tight Fit, A..... 269
Incidents in Foreign Graphic Circles..... 231
Increased Efficiency Mania, The (poem)..... 287
JOB COMPOSITION:
Crocker, Frank L..... 241
Job Compositor, Sources of Inspiration to the 219
Johnny, A Transmogrification of..... 216
Just Don't (poem)..... 259
MACHINE COMPOSITION:
Adjustments, Various 271
Composing Machinery, Recent Patents on.. 271
Linotype Metal, Melting..... 270
Mergenthaler Company Sells Thompson Typecasters 270
Mold Disk, Movements of..... 270
Slugs, Accuracy of..... 270
Monarchical Spirit, The..... 215
National Association, A New..... 228
Nelson, Robert W., Sixtieth Birthday of..... 257
Newspaper Romance, A..... 256
NEWSPAPER WORK:
Ad. Display, Good..... 249
Ad.-setting Contest No. 32..... 249
Fall Fashion Number, A..... 249
Ninth Annual Anniversary Number..... 249
"Not a Special Edition"..... 249
Rate-card for a Daily..... 250
Subscription List, Clearing Up an Old.... 251
Twenty-fifth Jubilee Number..... 249
OBITUARY:
Curtis, William E..... 283
Dunbar, Dixie D..... 283
Faison, William E..... 283
Gray, Capt. Thomas J..... 283
Ligon, W. H..... 283
McLaughlin, Andrew H..... 283
Whaples, Edward S..... 283
Ohio Cost Congress, First Annual..... 277
Peter, the Younger..... 237
Photoengravers' Convention, Southern..... 282
Pi and Wrong Fonts..... 256
PRESSROOM:
Artificial Ultramarine Discovered by Accident 254
Baffling Problem, A..... 255
Book of Art and Velvet Colored Inks, A New 254
Color Specimens, Excellent..... 255
Die Stamper Using Unsuitable Varnish.... 254
Making Cuts Type-high..... 254
Pebbled Stock, Printing on..... 255
Platen, To Even the Impression on a..... 255
Sheets Tearing While Printing..... 255
Three-color Work, An Interesting Specimen of 254
Printer, An Ambitious Young..... 226
Printer as a Citizen, The..... 226
Printers' League of America, Fourth Annual Meeting 284
Printers Move Against High Living Cost..... 285
Printer's Office, Selling Printing in the..... 212
Printers' Problems and How to Solve Them.. 260
Printer, The Deaf..... 239
Printing by Sound..... 285

PAGE

Printing from Country Towns, Good..... 228
Printing, Progressive and Aggressive..... 238
PROCESS ENGRAVING:
Gray Borders from Black Drawings..... 267
Mounting Half-tones with Cement..... 267
"Photoengravers' Bulletin," The..... 268
Photoengraving System Wanted..... 269
Photographing on Wood for Engravers.... 269
Photography, Photographic Optics and Color Photography 268
Rounding-cutters — Their Care and Use... 268
Underlays — To Make Quickly..... 269
Whirlers 267
Proofreading, Grammar and — No. V..... 234
PROOFROOM:
Heads, Small Words in..... 252
Punctuation, An "Improvement" in..... 253
Scot, Scotch, Scotchman, Scottish..... 252
Public Printer Active to Protect Health..... 286
Railroad Strike in England, The..... 227
Remaking a Country Paper..... 221
Selling Printing in the Printer's Office..... 212
Sources of Inspiration to the Job Compositor 219
SPECIMEN REVIEW 272
THE MAN AND THE FIELD:
All-around Printer, Proofreader and Stonehand 287
Position Desired as Managing Superintendent 287
Shop Foreman Wants Position..... 287
Situation Wanted — Compositor 287
Wants a Chance for a Future in Country Newspaper Work 287
Wants to Buy a Republican or Independent Newspaper 287
TRADE NOTES:
Alling & Cory Company, New Building for 285
Atwood, Frank R., Joins Barnhart Bros. & Spindler 284
Biggest Ad. on Record..... 285
Centenary of Cylinder Printing-press..... 284
Chicago Printers Play Golf..... 285
Editor and Minister Trade Jobs for a Week 284
Hearst Magazine Appears, New..... 284
MacVeagh May Install Power Presses..... 285
Missouri Firm Gets Big Contract..... 286
New Company for Magazines..... 287
Norfolk Companies, Consolidation of..... 284
Printers' Home, Big Electric Sign for.... 284
Printers' League of America, Fifth Annual Meeting and Dinner of the..... 284
Printers Move Against High Living Cost.. 285
Printing by Sound..... 285
Public Printer Active to Protect Health.. 286
Questions Before Printing Crafts Association 286
San Francisco Firm Adds New Member.... 284
Sharpe, R. Lee, and "The City of Smiles" 286
Strike of Nonunion Printers..... 285
Subscription Campaign, A Successful..... 285
Swink Printing Press Company Represented in East by Harry H. Smith... 284
Violating Printing Laws, Arrested for..... 284
Transmogrification of Johnny, A..... 216
Type Consistency in Advertisements..... 223
Typographical Error (poem)..... 240
Typography of Advertisements, The — No. X. 235
Unfortunate Utterance, An..... 238
Virginia Printers' Cost Congress..... 265
Wage Systems, About New..... 229

INTERNATIONAL FAME

for the

Potter Rotary Offset Press

The Plano Plate and Printing Corporation, Berlin, Germany, have placed their order for

FIVE POTTERS

The *deciding* factor was POTTER QUALITY. That QUALITY is at YOUR service. If it's a POTTER it's the BEST.

TWO NEW SIZES—34 x 46—38 x 52 LET US TELL YOU ABOUT THEM

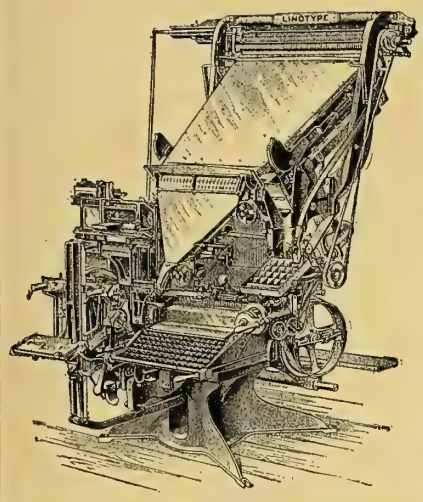
POTTER PRINTING PRESS CO., Plainfield, N. J.

INDEX TO ADVERTISEMENTS.

	PAGE
Acme Staple Co	183
American Electrotype Co.	304
American Folding Machine Co	302
American Numbering Machine Co	185
American Pressman	102
American Printer	316
American Rotary Valve Co	303
American Shading Machine Co	298
American Steel & Copper Plate Co	298
American Type Founders Co	185, 202, 203
Anderson, C. F., & Co	311
Ault & Wiborg Co	176
Auto Falcon & Waite Die Press Co	206
Autopress Co.	197, 201
Babcock Printing Press Mfg. Co	175
Barnhart Bros. & Spindler	175
Barton Mfg. Co	295
Beck, Charles, Co	181
Beckett Paper Co	Insert
Bingham's, Sam'l, Son Mfg. Co	174
Black-Clawson Co.	295
Blatchford, E. W., Co	298
Blomfeldt & Rapp Co	205
Boston Printing Press & Machinery Co	181
Bresnan, DeBoise, Co	311
Brislane-Hoyne Co.	309
British Printer	181
Brown Folding Machine Co	166
Butler, J. W., Paper Co	161, 163
Cabot, Godfrey L.	295
Carver, C. R., Co	304
Central Ohio Paper Co	295
Challenge Machinery Co	193
Chambers Bros. Co	303
Chandler & Price Co	196
Chicago Lino-Tabler Co	292
Chicago Roller Co	300
Cleveland Folding Machine Co	309
Coes, Loring, & Co	179
Colonial Co.	295
Cottrell, C. B., & Sons Co	184
Crane, Z. & W. M.	188
Crocker-McElwain Co.	178
Denny, Hilborn & Rosenbach	305
Deutscher Buch- und Steindrucker	192
Dewey, F. E. & B. A	310
Dexter Folder Co	172, 173
Dick, Rev. Robert, Estate	308
Dinse, Page & Co	187
Dobler & Mudge	306
Durant, W. N., Co	295
Eagle Printing Ink Co	303
Eastern Brass & Wood Type Co	311
Eastern Sales Co	298
Engravers' & Printers' Machinery Co	188
Freie Kunste	192
Freund, Wm., & Sons	180
Furman, James H	291
Globe Engraving & Electrotype Co	190
Gould & Eberhardt	207
Graphic Arts	191
Hamilton Mfg. Co	194
Hampshire Paper Co	195
Harris Automatic Press Co	169
Hellmuth, Charles	186
Herrick Press	295
Hexagon Tool Co	300
Hickok, W. O., Mfg. Co	190
Hoole Machine & Engraving Works	184
Horgan, S. H.	295
Ideal Coated Paper Co	304
Ideal Sanitary Supply Co	314
Inland Printer Technical School	188
Inland Stationer	316
International Correspondence Schools	307
I. T. U. Commission	315
Jaenecke Printing Ink Co	171
Johnson Automatic Roller Rack Co	180
Juengst, Geo., & Sons	186
Kast & Ehinger	186
Keystone Type Foundry	208
Kidder Press Co	182
Kimble Electric Co	183
Knowlton Bros.	162
Lanston Monotype Machine Co	165
Latham Machinery Co	193
Marseilles Wrapping Paper Co	295
Master Printer	313
Mayer, Robert, & Co	191
Mechanical Appliance Co	309
Megill, E. L.	293
Meisel Press & Mfg. Co	308
Mergenthaler Linotype Co	Cover
Miehle Printing Press & Mfg. Co	Cover
Miller Saw-Trimmer Co	185
Millers Falls Paper Co	301
Mittag & Volger	298
Morrison, J. L., Co	306
Murray Engraving Co	300
National Lithographer	192
National Machine Co	184
National Printer-Journalist	307
National Steel & Copper Plate Co	298
O'Brien, Howard V	314
Oswego Machine Works	199
Parker, Thomas & Tucker Paper Co	308
Parsons Trading Co	205
Peerless Electric Co	300
Photo Chromotype Engraving Co	296
Potter Printing Press Co	320
Printing Art	316
Process Engravers' Monthly	102
Provost, M. R.	294
Queen City Printing Ink Co	168
Rapid Electrotype Co	318
Redington, F. B., Co	295
Regina Co.	177
Review Printing & Embossing Co	302
Richmond Electric Co	314
Riessner, T.	306
Rising, B. D., Paper Co	205
Robbins & Myers Co	184
Roberts Numbering Machine Co	187
Rosendal, Geo. T., & Co	294
Rouse, H. B., & Co	312
Russell, Willis W	310
Scott, Walter, & Co	198
Seybold Machine Co	168
Shepard, Henry O., Co	Insert, 176, 295
Sheridan, T. W. & C. B., Co	167
Shniedewend, Paul, & Co	207
Sleight Metallic Ink Co	310
Southworth Co.	188
Sprague Electric Co	191
Star Tool Mfg. Co	183
Stationers Engraving Co	186
Strathmore Paper Co	299
Sullivan Machinery Co	298
Swigart Paper Co	313
Swink Printing Press Co	187
Tarcolin	298
Tatum, Sam'l C., Co	207
Taylor, Arthur S	295
Thalmann Printing Ink Co	182
Thompson Type Machine Co	204
Triumph Electric Co	188
Ullman, Sigmund, Co	Cover
Union Card & Paper Co	312
United Printing Machinery Co	164
U. S. Photogravure Co	298
Universal Type-Making Machine Co	305
Van Allens & Boughton	200
Wanner, A. F., & Co	308, 314
Wanner Machinery Co	302
Want Advertisements	291
Warren, S. D., & Co	297
Watzelhan & Speyer	310
Western States Envelope Co	306
Westinghouse Electric & Mfg. Co	302
West Virginia Pulp & Paper Co	208
White, James, Paper Co	190
Wiggins, John B., Co	182
Wing, Chauncey	190
Wire Loop Mfg. Co	295

NOT OUR FIGURES

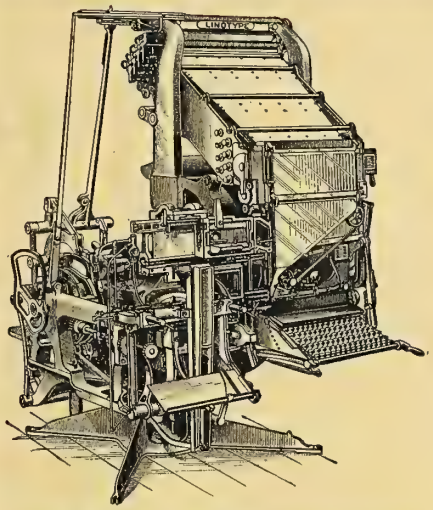
But those compiled by leading Master Printers all over the country, and presented at every cost congress held so far



Quick-Change Model 8 Three-Magazine Linotype

PROVE

that the *Hour Cost* on



Quick-Change Model 9 Four-Magazine Linotype

Linotype composition averages from 38 cents to 88 cents an hour *less* than that on any other method of machine composition

Insidious sale talks, specious arguments, explanations which do not explain —fall flat when confronted with these COLD FACTS.

Can you or any other printer afford to place in your composing-room machinery on which HOUR COSTS for composition run from 38 cents to 88 cents an hour HIGHER than hour costs on the Linotype.

It's a Plain Question of *Dollars and Sense*

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 638-646 Sacramento St. NEW ORLEANS: 549 Baronne St.

TORONTO—Canadian Linotype, Ltd., 35 Lombard Street

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik G.m.b.H., Berlin, Germany

BUENOS AIRES—Hoffmann & Stocker
RIO JANEIRO—Emile Lambert
PORTO ALEGRE, (BRAZIL)—Edwards, Cooper & Co.
HAVANA—Francisco Arredondo
TOKIO—Teijiro Kurosawa

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. — Parsons Trading Co.

Recent Decisions *on the* Press Question

Below are given the names of 52 purchasers who recently installed 64 presses, and who reached a decision as to which is the best press to *buy*. These same concerns have been confronted with the same question 182 times before and reached the same decision. They now have 246 Miehle Presses.

The Miehle

Maryland Color Printing Co	Baltimore, Md	1
Previously purchased 26 Miehles		
The Ann Arbor Press	Ann Arbor, Mich	1
Previously purchased 2 Miehles		
Imprimerie Berger-Levrault	Nancy, France	2
Kenfield-Leach Co	Chicago, Ill	3
Previously purchased 6 Miehles		
The Penton Press	Cleveland, Ohio	1
Previously purchased 1 Miehle		
Frye & Smith	San Diego, Cal	1
Previously purchased 1 Miehle		
Aryan Theosophical Society	Point Loma, Cal	1
Previously purchased 1 Miehle		
R. Stubley & Sons	Knoxville, Tenn	1
Zeese-Wilkinson Co	New York City	2
Previously purchased 12 Miehles		
Con. P. Curran Printing Co	St. Louis, Mo	2
Previously purchased 7 Miehles		
E. L. Hildreth & Co	Brattleboro, Vt	1
Previously purchased 3 Miehles		
R. Boll	Berlin, Germany	1
The Read Printing Co	New York City	1
Previously purchased 4 Miehles		
The Williams Printing Co	New York City	2
Previously purchased 21 Miehles		
Doubleday, Page & Co	Garden City, N. Y	3
Previously purchased 8 Miehles		
Thomson Stationery Co	Vancouver, B. C	1
Previously purchased 1 Miehle		
Thomas R. Cusack	Victoria, B. C	1
Previously purchased 1 Miehle		
George H. Ellis Co	Boston, Mass	2
Previously purchased 7 Miehles		
Samuel Usher	Boston, Mass	1
Previously purchased 1 Miehle		
B. J. Cannon	Milwaukee, Wis	1
Previously purchased 2 Miehles		
The Wallace Press	Chicago, Ill	1
Previously purchased 1 Miehle		
The Bryan Printing Co	Cleveland, Ohio	1
Previously purchased 2 Miehles		
Great Western Printing Co	Minneapolis, Minn	1
Previously purchased 2 Miehles		
Hershey Chocolate Co	Hershey, Pa	1
Previously purchased 3 Miehles		
The O. S. Hubbell Co	Cleveland, Ohio	1
Previously purchased 3 Miehles		
Commercial Printing House	Los Angeles, Cal	1
Previously purchased 1 Miehle		
Chas. R. Hadley Co	Los Angeles, Cal	1
E. J. Schuster Printing Co	St. Louis, Mo	2
Previously purchased 2 Miehles		
Robert Gair Co	New York City	1
Previously purchased 5 Miehles		
Transo Paper Co	Chicago, Ill	1
Previously purchased 4 Miehles		
Belknap Hardware & Mfg. Co	Louisville, Ky	1
Previously purchased 2 Miehles		
American Printing Co	Lincoln, Neb	1
States Printing Co	Chicago, Ill	1
Previously purchased 9 Miehles		
Nevada Press Co., Inc	Reno, Nev	1
Sedalia Federation of Labor	Sedalia, Mo	1
Douglas Printing Co	Omaha, Neb	1
Previously purchased 2 Miehles		
Union Lithograph Co	Los Angeles, Cal	1
Previously purchased for this and other branches 1 Miehle		
Breyer Printing Co	Chicago, Ill	1
Previously purchased 4 Miehles		
Eugene Smith Co	Aurora, Ill	1
Previously purchased 4 Miehles		
Thomson Engraving Co	Battle Creek, Mich	1
Walton & Spencer	Chicago, Ill	1
Previously purchased 5 Miehles		
A. George Schulz	Milwaukee, Wis	1
Previously purchased 3 Miehles		
O. H. Persiehl	Hamburg, Germany	1
Previously purchased 1 Miehle		
Johannes Paessler	Dresden, Germany	1
Previously purchased 3 Miehles		
Pearce Printing Co	White Hall, Ill	1
Previously purchased 1 Miehle		
W. G. Lloyd & Co	Chicago, Ill	1
Previously purchased 5 Miehles		
Union Lithograph Co	San Francisco, Cal	1
Previously purchased for this and other branches 2 Miehles		
Crescent Mfg. Co	Seattle, Wash	1
Previously purchased 1 Miehle		
W. F. Severa Co	Cedar Rapids, Iowa	1
Previously purchased 1 Miehle		
Dodd-Simpson Press	Montreal, Que	1
Previously purchased 1 Miehle		
F. J. Stroup Printing Co	Detroit, Mich	1
Previously purchased 2 Miehles		
The Blair Co	Pittsburg, Pa	1
The McDonald Printing Co	Cincinnati, Ohio	2
Previously purchased 3 Miehles		

Shipments for September, 1911—64 Miehle Presses

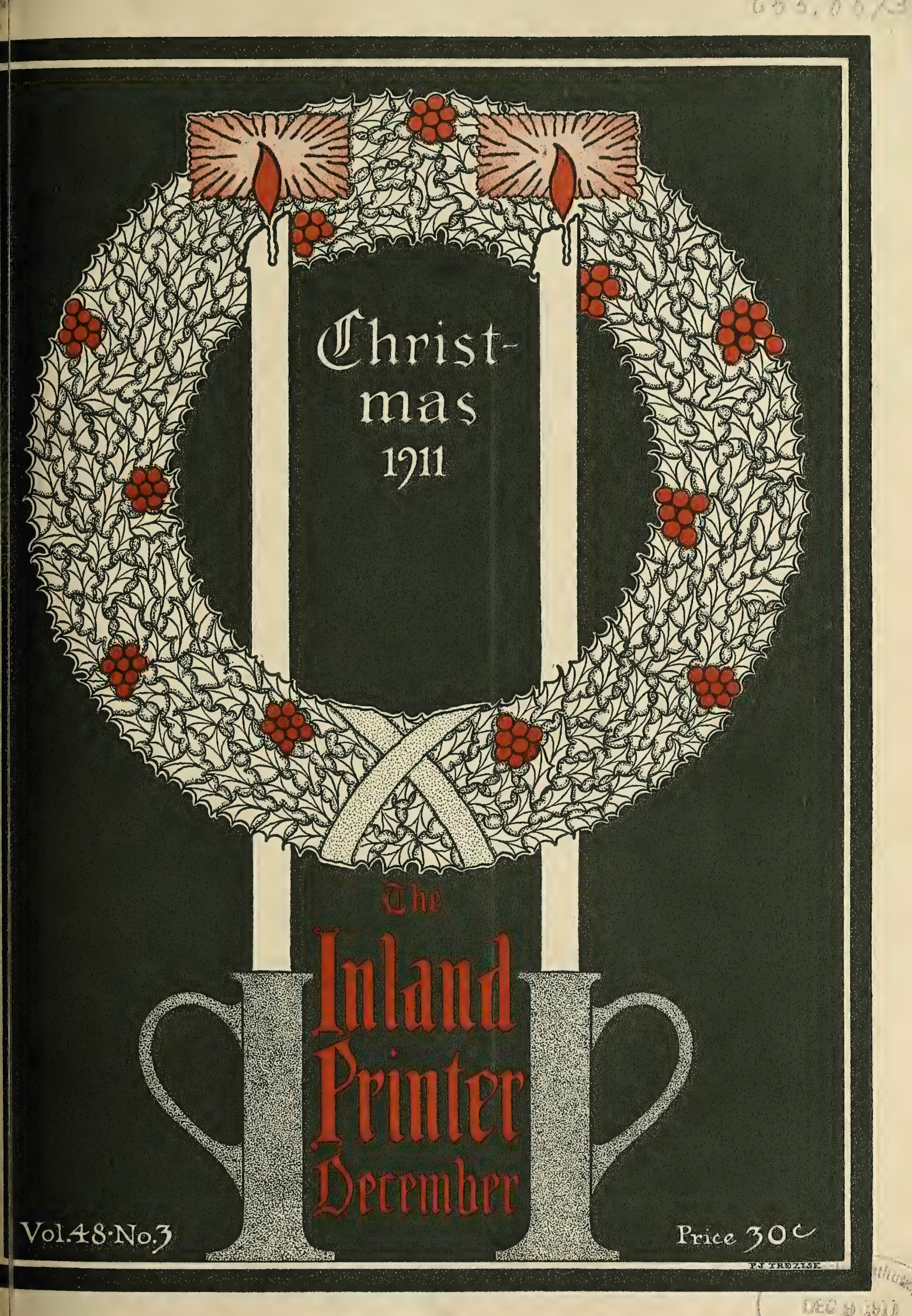
The Miehle Printing Press & Manufacturing Company

FACTORY: Corner Fourteenth and Robey Streets — Chicago, Illinois, U. S. A. — SOUTH SIDE OFFICE: 326 S. Dearborn Street

New York Office, 38 Park Row — Philadelphia Office, Commonwealth Building — Boston Office, 164 Federal Street — Dallas Office, 411 Juanita Building

San Francisco Office, 401 Williams Building, 693 Mission Street

6 Grunewaldstrasse, Steglitz-Berlin, Germany — Societe Anonyme des Presses Typographiques Miehle, 7 Rue Laffitte, Paris, France

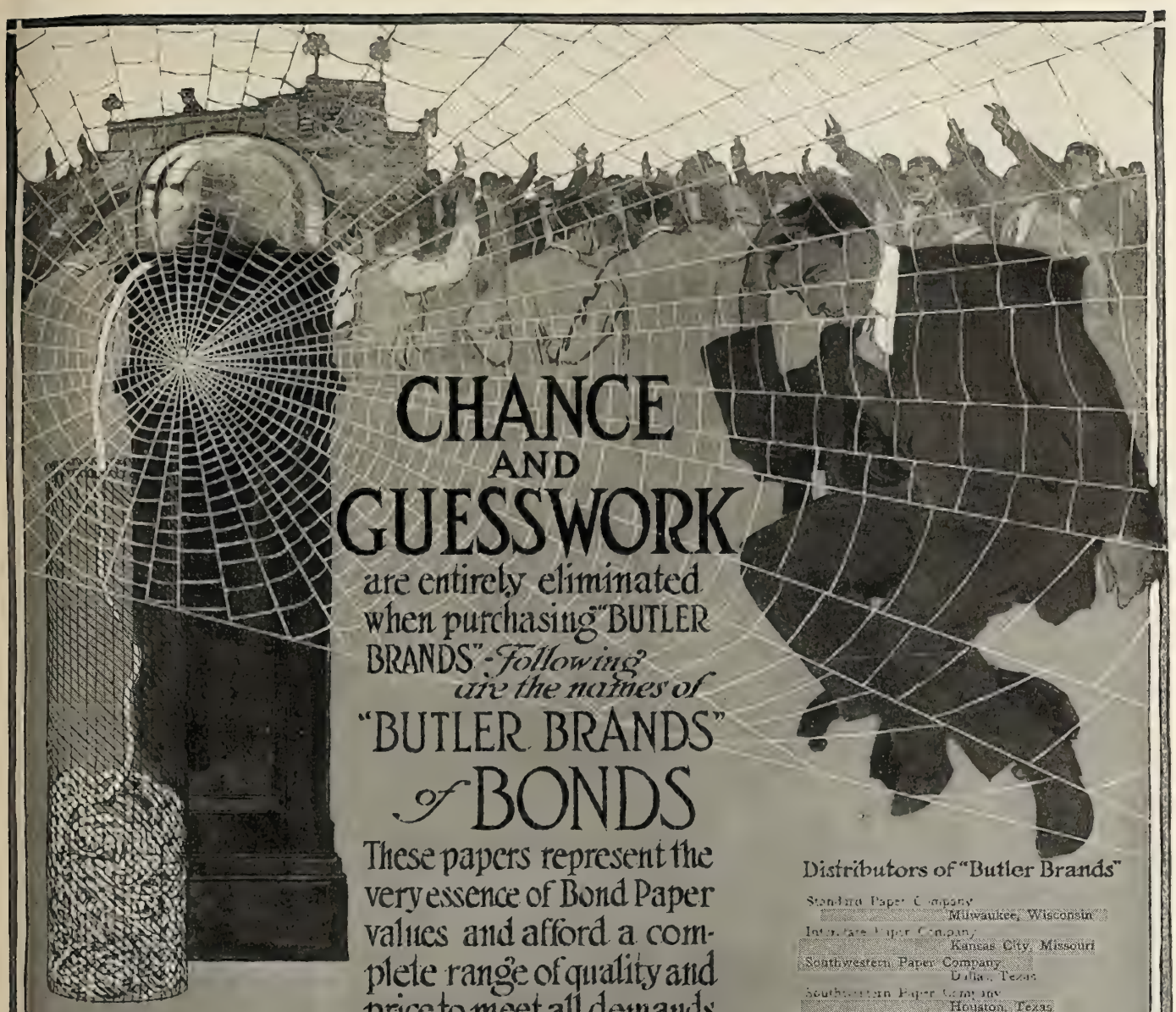

Christ-
mas
1911
The
Inland
Printer
December
Vol. 48 · No. 3
Price 30c
PN TREZISE

We do not claim
That the mere use
Of Ullman's Inks
Produces prosperity
But it seems more
Than a coincidence
That just
The prosperous printers
Are the ones
Who have recognized
The great advantages
Of Ullman's Inks.



Sigmund Ullman Co.

Chicago New York
Cleveland Cincinnati
Philadelphia



CHANCE AND GUESSWORK

are entirely eliminated when purchasing "BUTLER BRANDS" - *Following are the names of*

"BUTLER BRANDS" of BONDS

These papers represent the very essence of Bond Paper values and afford a complete range of quality and price to meet all demands

"BUTLER BRANDS" of BONDS

AGAWAM BOND
ALEXANDRA BOND
AMBASSADOR BOND
BROTHER JONATHAN BOND
COBWEB BOND
CRANE & CO.'S BOND
CRANE BRO.'S JAPANESE LINEN
EQUITY BOND
HOT PRESSED PARCHMENT
HOUSATONIC BOND
MANUSCRIPT BOND
MONROE LINEN
MOSCOW BOND
MULTICOPY BOND
NATIONAL BANK BOND
OLD TIME LINEN
POLICY BOND
REGISTER BOND
ROYAL CROWN BOND
ROYAL CROWN LINEN
TEUTONIC PARCHMENT
TWILLED FABRIC BOND
VOUCHER BOND

Write for samples — they'll tell the story

Distributors of "Butler Brands"

Standard Paper Company
Milwaukee, Wisconsin
Interstate Paper Company
Kansas City, Missouri
Southwestern Paper Company
Dallas, Texas
Southwestern Paper Company
Houston, Texas
Pacific Coast Paper Company
San Francisco, California
Sierra Paper Company
Los Angeles, California
California Paper Company
Oakland, California
Central Michigan Paper Company
Grand Rapids, Michigan
Mutual Paper Company
Seattle, Washington
American Type Founders Co.
Spokane, Washington
American Type Founders Co.
Vancouver, British Columbia
National Paper & Type Company (Export only)
New York, New York
National Paper & Type Company
City of Mexico, Mexico
National Paper & Type Company
City of Monterey, Mexico
National Paper & Type Company
Havana, Cuba

J.W. BUTLER PAPER CO.

Established 1844 CHICAGO

PAPER — The Best

PAPER

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

The Savage Imposing-Stone Frames

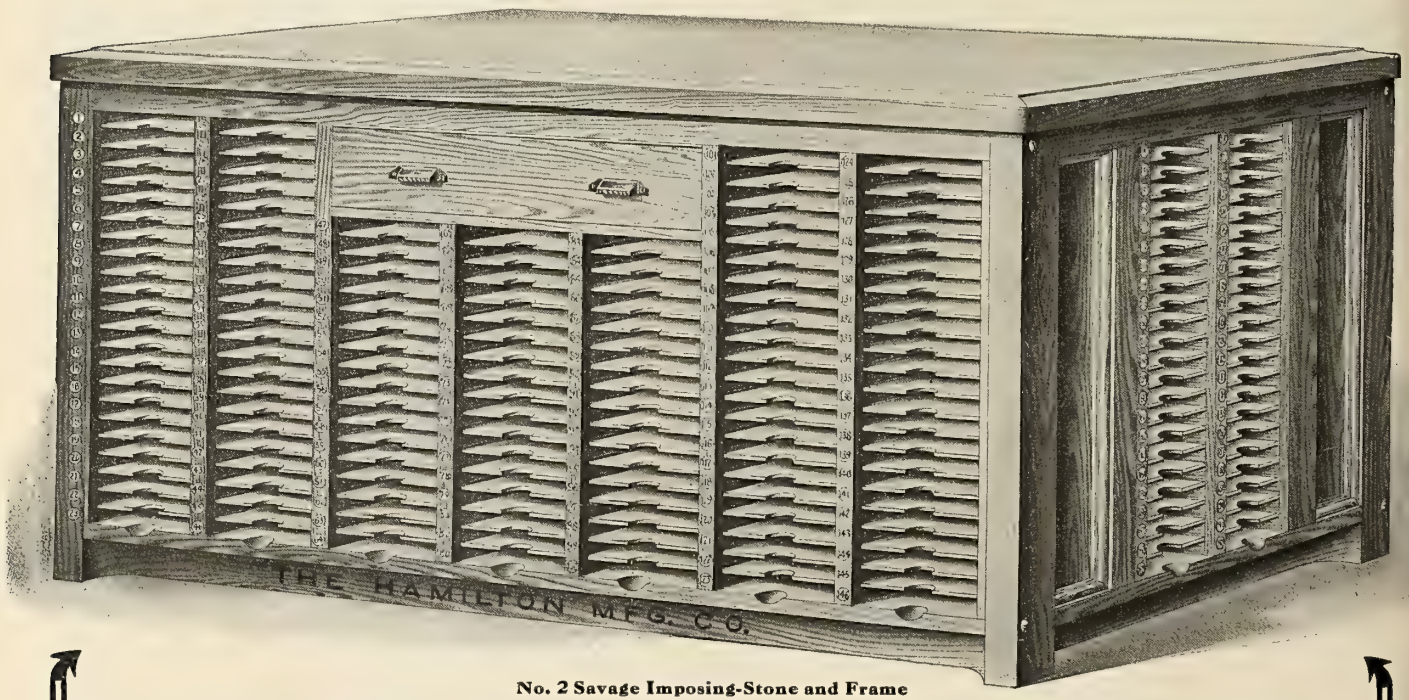
THE SAVAGE IMPOSING-STONE FRAMES are designed to carry individual galleys. The shelves are numbered consecutively, and by marking the proofs of the pages with the corresponding numbers of the shelves upon which the pages are stored, any particular page can be located instantly when wanted.

While especially valuable for pages of tariffs, directories, catalogs, etc., this arrangement is equally adapted to forms of every description. Some disposition, temporary at least, must be made of every form set up. If left on the stone, it occupies working space; if placed upon letter-boards or stacked upon shelving, no one but the compositor who put it there can find it. When found, it is frequently underneath or surrounded by other matter which has to be removed and replaced, with consequent loss of time and damage to material.

These Frames provide a place for every form, out of the way, where it does not occupy valuable working space, yet where any compositor can go directly to the galley containing the desired page without unnecessary loss of time, and without disturbing or handling other pages.

The pages being on galleys can be handled quickly and conveniently, without danger of pi. Corrections can frequently be made on the galleys, and proofs taken if desired.

These frames have recessed sanitary bases, as shown by the illustration.



No. 2 Savage Imposing-Stone and Frame

Savage Imposing-Stone Frame No. 1 — Size of stone, 36 x 60 inches, or iron surface, 39 x 63 inches; capacity, 302 galleys; galley compartments 9 inches wide, 13⅞ inches deep, taking a standard 8¾ x 13 galvanized iron galley. Galley shelves on both sides and both ends of the frame. All galley shelves are numbered consecutively. List price, complete with stone. **$ 135**

Savage Imposing-Stone Frame No. 2 — Size of stone, 48 x 72 inches, or iron surface, 51 x 75 inches; capacity, 384 galleys. List price, complete with stone. **$ 165**

SEND FOR COMPLETE DESCRIPTIVE CIRCULAR

If you are interested in the question of MODERNIZED COMPOSING-ROOM FURNITURE, fill out the coupon and send it to us. Our representative will show you what can be done to increase *your* profits and relieve the congestion in *your* office.

THE HAMILTON MFG. CO., Two Rivers, Wis.

Gentlemen: — The Imposing-Stone Frames with individual galley shelves and galleys, which you recently furnished us, have proved extremely valuable in economy of time and labor. We regard this plan of carrying standing matter upon individual galleys as far superior to any other method. It provides a place for every page, with every page in its place, where it is quickly accessible, and therefore effecting a great saving in time results. We installed five of these Frames with 1,800 galleys and they have paid for themselves in a few months.

Yours very truly, THE J. B. SAVAGE CO.,
Per Chas. P. Carl, Supt.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would rearrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name

Street and No.

City State

Have you a copy of "Composing-room Economy"?

THE HAMILTON MFG. CO.

Main Office and Factories - - TWO RIVERS, WIS.
Eastern Office and Warehouse - - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.





Brother Jonathan Bond

The Paper that you know about

BUTLER·BRANDS
PAPER
·THE BEST·

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co.	Milwaukee, Wis.
Interstate Paper Co.	Kansas City, Mo.
Southwestern Paper Co.	Dallas, Tex.
Southwestern Paper Co.	Houston, Tex.
Pacific Coast Paper Co.	San Francisco, Cal.
Sierra Paper Co.	Los Angeles, Cal.
Oakland Paper Co.	Oakland, Cal.
Central Michigan Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
American Type Founders Co.	Spokane, Wash.
American Type Founders Co.	Vancouver, British Col.
National Paper & Type Co. (Export only)	New York City
National Paper & Type Co.	City of Mexico, Mex.
National Paper & Type Co.	City of Monterey, Mex.
National Paper & Type Co.	Havana, Cuba

Address Division 1

J. W. Butler Paper Co. Established 1844 Chicago

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL. SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus

Just now in New York, on very heavy catalogue work divided among a number of pressrooms, the Optimus printed its forms readily, without bother to its operators or injury to itself, and after 268,000 impressions left the plates in good condition. Other big machines broke under the same work; some new ones, bought especially for the job, printed it, but were practically ruined, and some were forced to cut the forms in two and print half sheets. Which of these was cheapest to own and earned the most?

A western publishing house some years ago investigated two-revolution presses from every angle, and bought one large Optimus which they ran one year in comparative tests with their other machines. They then began to discard the others, and today operate fourteen large Optimus presses and several smaller ones. A practical, business-like trial, devoid of clap-trap and prejudice, convinced them which machine was cheapest to own.

Another big house, not so far west, two or three years ago bought one large Optimus. After a year's comparison they turned out other makes and installed eight large Optimus presses. Also in a business-like way this firm had established the press cheapest to own.

A 55-inch Optimus, with automatic feeder, was run regularly for years at 1700 to 2000 an hour. Its owner recently bought a competing press for its "speed." We stepped in there the other day, and on the same work the new machine was making 1400. Which of these was cheapest to own regardless of first cost?

Not always does a press cost just what was paid the seller. It too frequently is much more than that. Whether something of a luxury or a real profit maker will be known when competition has proved its stability and earning qualities. Failing in the test it must go on costing. The handicap of better equipped competitors makes the loss severe, for it surely will be continuous. Producing costs are raised, estimates must be higher or profits less.

The competing presses above were expensive in first cost and thereafter. There is another kind: the press that costs least to buy and most to own. All saved in buying may be lost on a single job when its performance is compared with that of a more efficient press. The science of cost finding quickly fixes the status of every machine. Business is profit.

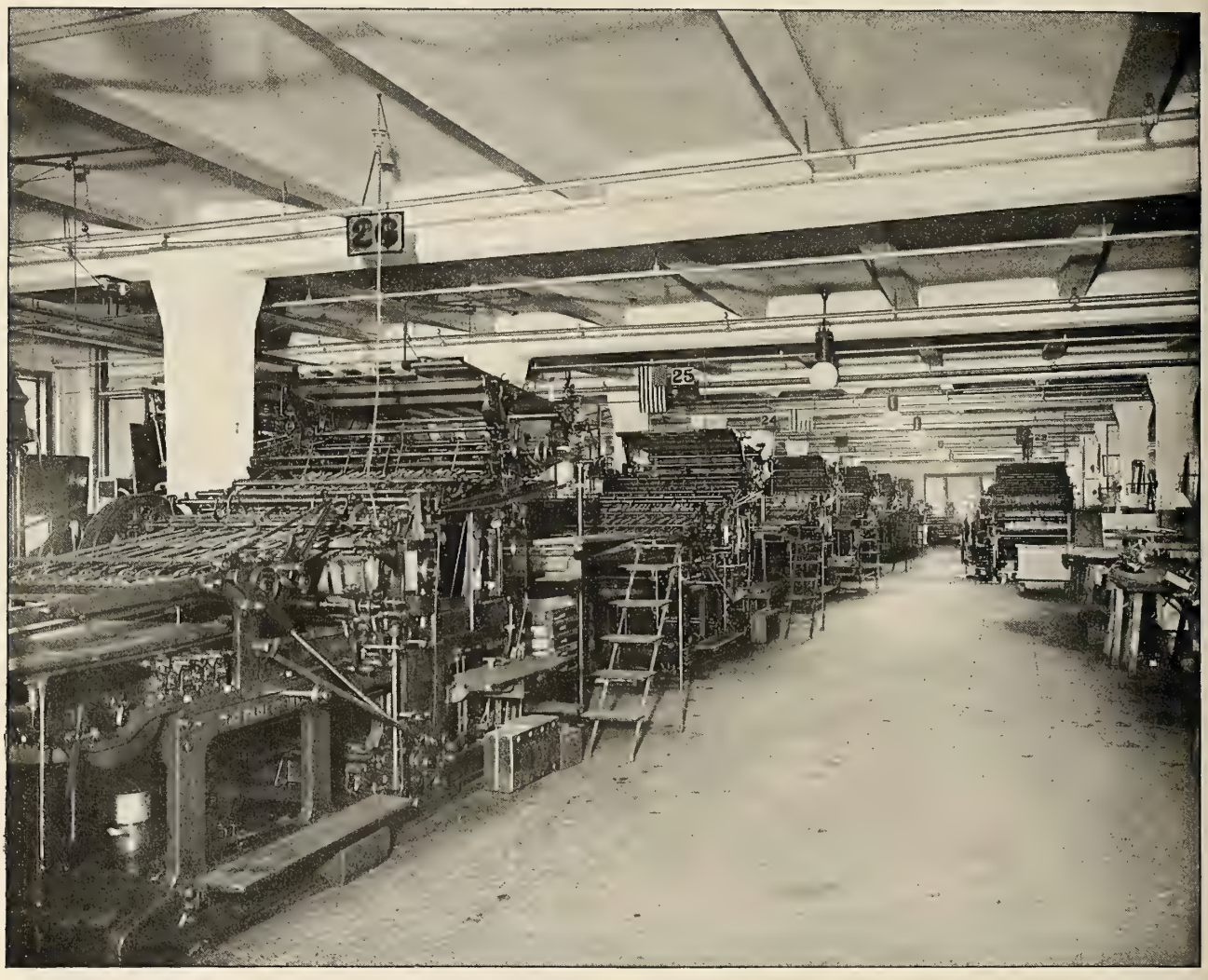
There is only one of another kind. The Optimus costs what you pay the seller; no more. There is no cumulative loss later due to inferior earning capacity. In quality and quantity of product no press can give more; we know of none that gives as much. Its earnings are maximum. On hard work and long runs its superiority is conspicuous. It will make such runs from one set of plates or slugs when others need two. This saving is a good rebate on first cost, and an advantage in estimating that we know to be frequently used. Its impressional rigidity, the most vital of press qualities, is beyond the requirements of any work yet produced, and absolutely greater than that of any other press. The truth of this is recognized everywhere. Every exaction is so easily met that the buyer of an Optimus need not fear business growth or printing's progress. He will have an efficient machine to meet both for years to come.

Another emphatic thing. From the delays and expense of repairs the Optimus has proved remarkably free, the least expensive in the field. This works another rebate on first cost. Testimony is abundant, can be had from any user, and is universally gratifying.

Where difficult work demands exceptional press qualities, and there is little faith in efficient printing machines, we prefer to install our splendid press. We have the only two-revolution that is positively worth its price, gives most for its price, costs no more than its price, and earns its price surely and quickly. It is the cheapest to own.

SET IN AUTHORS ROMAN

BUTTERICK USES



75 CROSS FEEDERS

The exclusive use of this type by the Butterick Company was decided upon after the most rigid tests of efficiency and operating cost. Ask us to show *you* how to profit by the experience of the many large and small users of Cross Continuous Feeders.

DEXTER FOLDER COMPANY

NEW YORK **CHICAGO** **PHILADELPHIA** **BOSTON**

DODSON PRINTERS SUPPLY CO.
ATLANTA, GEORGIA

BRINTNALL & BICKFORD
SAN FRANCISCO

THE J. L. MORRISON CO.
TORONTO, CANADA



DEXTER

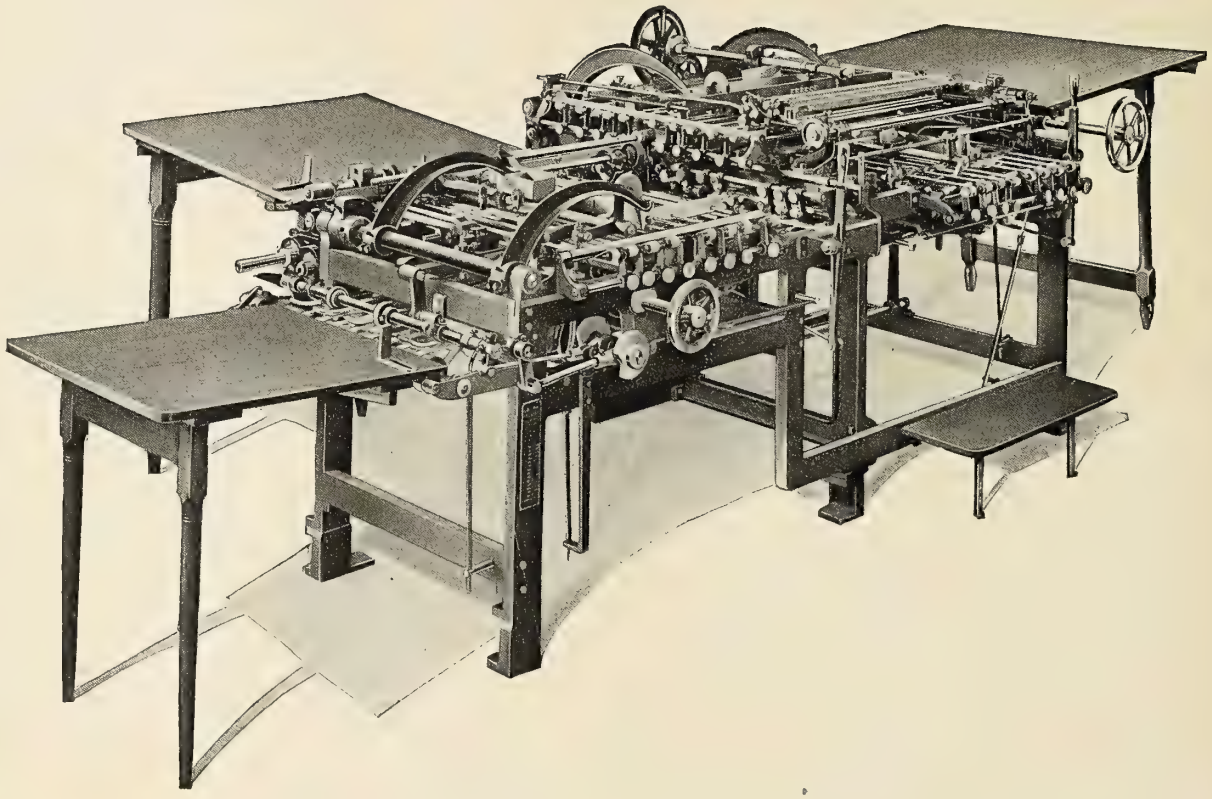
No. 190 Jobbing Folder

makes the folds illustrated here. We will send you these dummies for the asking. *They show* actual work of the machine and are valuable for reference in office, pressroom and bindery. Ask for them. Many oblong and irregular folds can also be made by special imposition.

DEXTER FOLDER CO.

200 Fifth Avenue, NEW YORK — 431 South Dearborn Street, CHICAGO
Fifth and Chestnut Streets, PHILADELPHIA
185 Summer Street, BOSTON — Dodson Printers' Supply Co., ATLANTA, GA.
Brintnall & Bickford, 568 Howard Street, SAN FRANCISCO
T. W. & C. B. Sheridan, LONDON, ENGLAND — The J. L. Morrison Co., TORONTO, CANADA

New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

MADE BY

Brown Folding Machine Co.

Erie, Pa.

Chicago
345 Rand-McNally Building

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

ESTABLISHED

1860

GUILTY AS CHARGED IN THE INDICTMENT

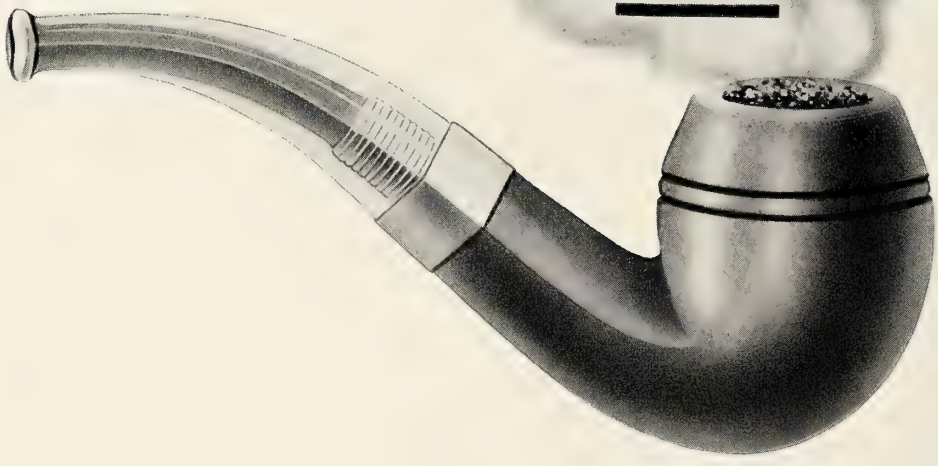


THE QUEEN CITY PRINTING INK CO.

CINCINNATI CHICAGO BOSTON
PHILADELPHIA KANSAS CITY
MINNEAPOLIS DALLAS ROCHESTER
DETROIT

YELLOW	5605
RED	4504
BLACK	6600

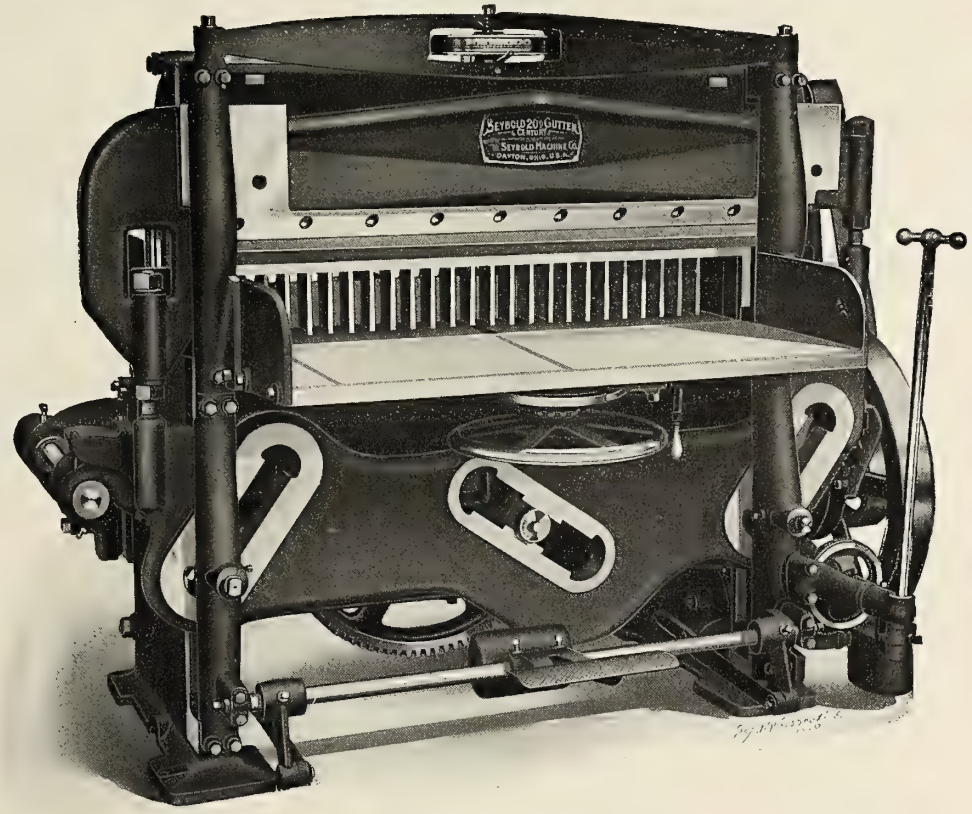
SPEEDLIMIT
BLACK INK PERMITS
OF PRINTING – TURNING
PRINTING – BINDING AND
COLLECTING.....THE BILL
ALL THE SAME
DAY



THE QUEEN CITY
PRINTING INK Co.

Cincinnati Philadelphia Dallas
Chicago Kansas City Rochester
Boston Minneapolis Detroit

The Seybold 20th Century Automatic Cutting Machine



SEYBOLD PATENTS
Illustration 38-inch, 44-inch and 50-inch Sizes.

The Seybold 20th Century is the *one* cutting machine that produces *smooth and even* cutting.

WHY?

Because the shear and down cutting strains are *concentrated* and *come directly beneath the table*, the *strongest* portion of the machine, consequently *freeing the knife bar entirely from vibration.*

On all other cutters the knife bar is guided *above the table.*

LET US SEND FULL PARTICULARS

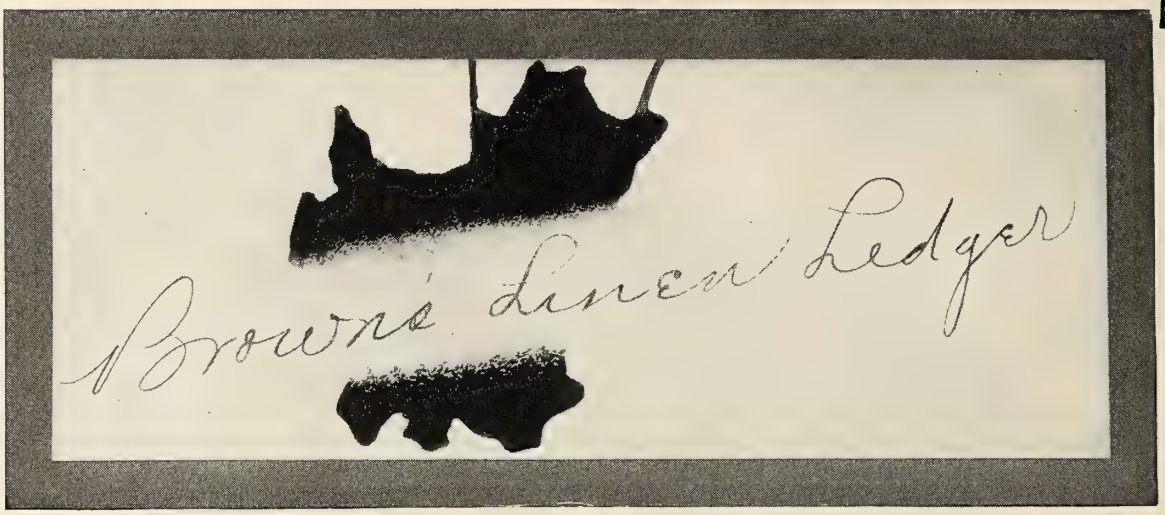
THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 426 South Dearborn Street.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.



Brown's Linen Ledger Paper

Has Fine Writing and Erasing Qualities

THE reproduced photograph shows a piece of Brown's Linen Ledger Paper, bearing a heavy blot partially erased—with handwriting over the erased portion.

This test proves the fine erasing and writing qualities of this paper.

Under the erasing knife the heaviest blot disappears in fine powder. There is no rolling, tearing, shredding of the paper. No roughness, no holes.

As many as six erasures can be made in the same place before the paper wears through.

And an erasure can be written over with a fine or coarse pen, without the ink running, blurring, or blotting—without the penpoint sticking, spattering or clogging. For the fine writing quality extends way through.

YOU will find that Brown's Linen Ledger rules most satisfactorily. No matter how fine or close the ruling—it rules without missing, blurring, filling or clogging the pens.

Recommend this paper to your particular customers. It is the only paper for ledgers and books whose record must be preserved. It is the ideal paper for loose-leaf ledgers with pages that won't tear out or curl.

Write for sample-book. Every good printer should possess it.

We also manufacture All-Linen and Bond Papers of the better grades.

L. L. BROWN PAPER COMPANY
Adams, Berkshire County, Mass.
Established 1850

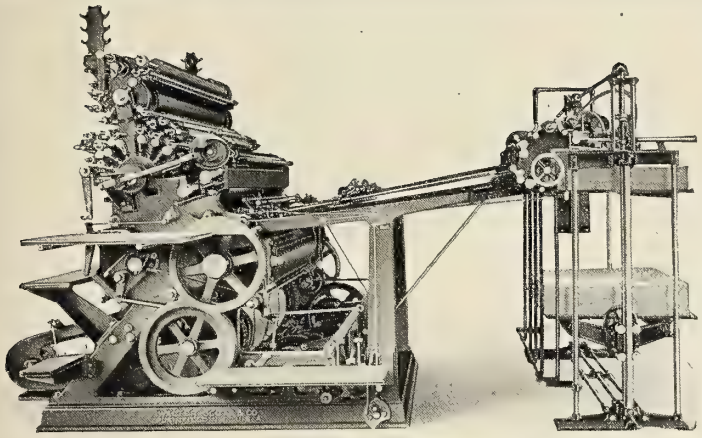
Facsimile of the water-mark which appears in each sheet.



You Are Certainly Interested

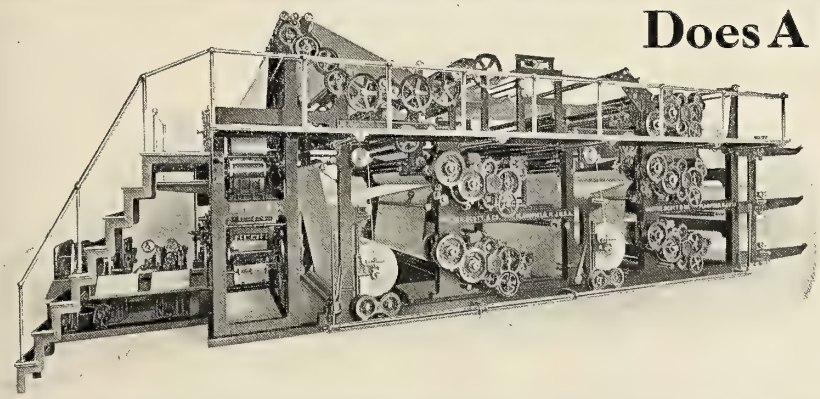
In the Latest Improved

SCOTT PRINTING PRESSES



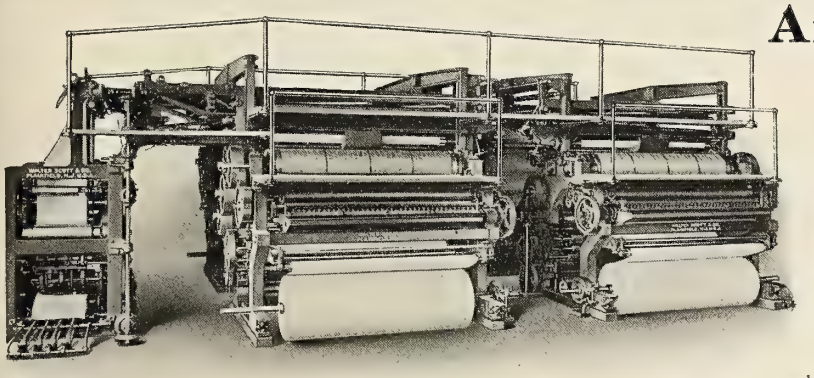
Are You Interested in Offset Presses?

You certainly ought to be, for the day is surely coming when the fine art work now printed on flat bed presses will be printed on an Offset. The Scott Offset Presses are peculiarly adapted to suit the printer, for we make them to print a sheet up to 39 x 54 in. or 39x58 in., and they are doing the finest printing in the land to-day. The American Lithographing Co., of New York, after using several of our machines for over a year, have given us an order for several more. Other large concerns are installing them all over the country and all we ask is an opportunity of submitting a proposition for your consideration on one of these machines. SEND FOR PAMPHLET.



Does A Rotary Magazine Press Interest You?

You will find that the Scott Two-Roll Magazine Press is capable of doing a great variety of work. It will print and fold magazines of from 4 to 80 pages, printing one-half of the pages in color. It will also take covers that have been previously printed on Flat-bed Presses, fold and wire stitch same perfectly. If you print a magazine and require a press, it will certainly pay you to confer with us.



Are You Interested in Newspaper Presses?

Then the Scott Multi-Unit Press should certainly be investigated by you. This machine has been examined by mechanical experts from all over the country and every one who has seen it praises its construction, for it is the strongest, simplest and most accessible press ever built. It is capable of printing at the highest rate of speed and the combinations on it are such that can not be made on any other machine. Before you order another Web Press, it will certainly pay you to look into the merits of the Scott Multi-Unit.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey

NEW YORK, 41 Park Row **CHICAGO, Monadnock Block**

Engraving Department of the



Henry O. Shepard Co.

formerly the

Inland Walton Engraving Co.

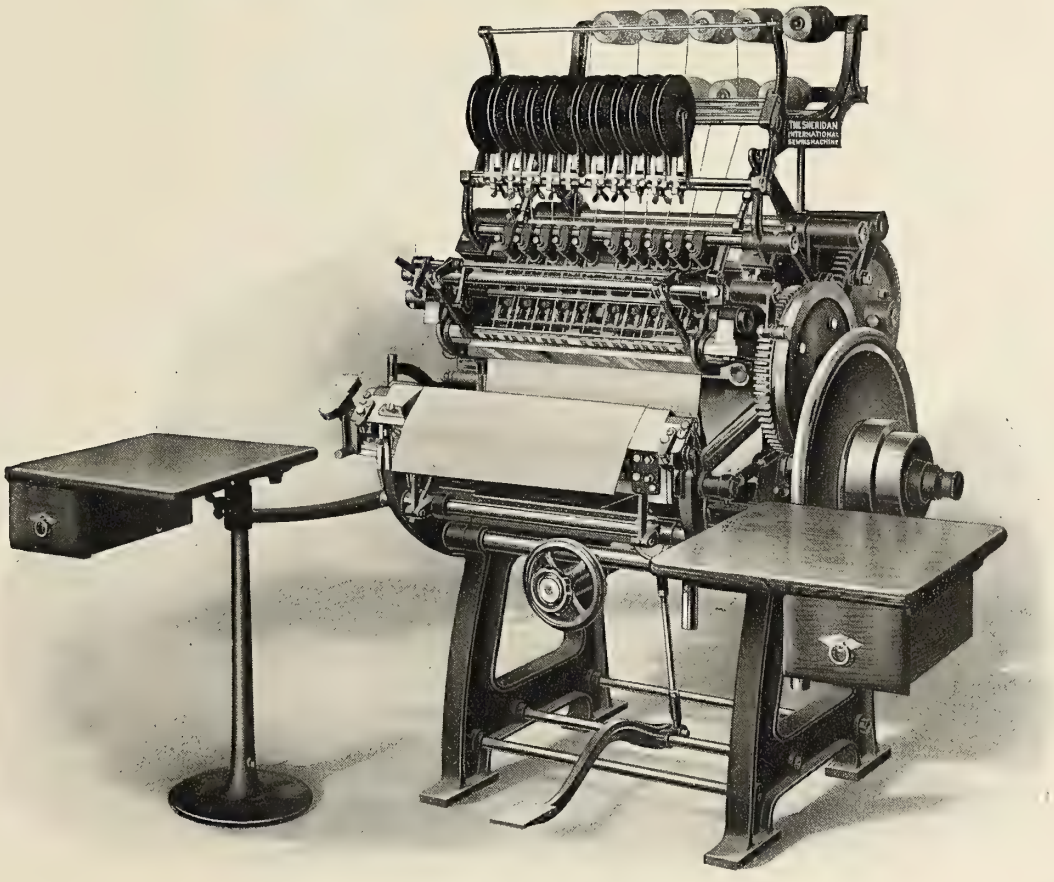
632 Sherman St. Chicago, Ill.

THE LATEST AND BEST

SHERIDAN INTERNATIONAL

SEWING MACHINES

MADE IN THREE DIFFERENT STYLES AND FOUR SIZES
COVERING THE FULL RANGE IN SIZE AND EVERY CLASS
OF BOTH EDITION AND BLANK BOOK WORK



No. 4, Size 18 inches

THE MACHINES ARE SPLENDIDLY CONSTRUCTED. THEY CAN DO BETTER AND TIGHTER SEWING. THEIR CAPACITY IS GREATER THAN ANY OTHER MACHINE ON THE MARKET TO-DAY

Let Us Send You Our Booklet on Sewing Machines

T. W. & C. B. SHERIDAN CO.

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK **17 S. Franklin Street, CHICAGO**
65-69 Mount Pleasant, LONDON, E. C., ENGLAND

John Thomson Press Company's Special Catalogue

In design, material, construction, capacity, endurance, convenience and value, our new Four-roller Laureate and Style B "Colt's Armory" Platen Printing Presses are as much superior to competitive machines as, in literature, are the masterpieces of Shakspere to the lurid tales of Squint-Eyed Dick! That's a rather broad claim, but we are prepared to substantiate it.

These presses were designed, with purpose aforethought, for Twentieth Century Craftsmen. Though fundamentally simple, they are in fact highly organized Machine Tools.

A catalogue has been prepared by our Mr. John Thomson, C. E., relating specifically to these presses, which we would be very pleased to forward to such as may signify a desire to receive and read it. Any recipient not sufficiently interested to correspond with us further may rest assured that we will not annoy him by a bombardment of chase-up inquiries.

Master Printers will find that a perusal of this brochure will be worth while; for many of the mechanical actions therein described are original, and, especially in half-tone and multiple color impressions, effects are now readily obtainable which have hitherto been exceedingly difficult or even impossible to realize.

The semi-technical text of the pamphlet was prepared for the critical scrutiny of the Members of the Higher Guild; therefore will have no interest for the Silurians who are Still Voting for Old Hickory!

Address:

253 Broadway, New York, *or* Fisher Building, Chicago

"OSWEGO"

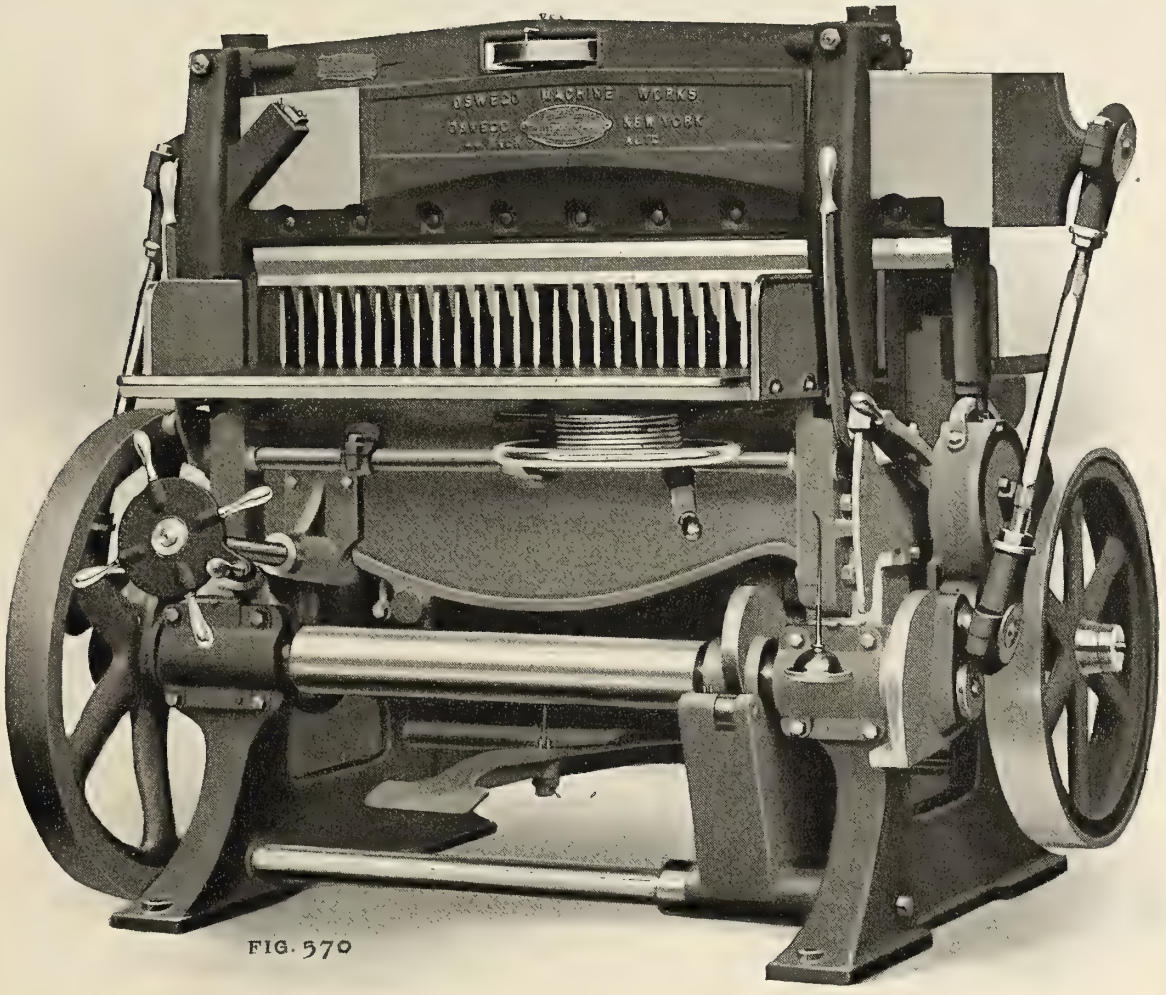


FIG. 570

Back to Your Pocket Goes the Cost

A machine that pays for itself is a paying investment.

A cutter that puts its cost back into the pocket of its owner by a *power saving* is *more* than a good investment.

It is a good investment *plus* when it stands up to its work, and cuts it accurately and easily for the operator.

This is particularly so in the case of the new Oswego Auto Rapid Production Cutter, although—

—every Oswego machine, from the smallest bench cutter to the largest power cutter, must have at least three points of superiority over all cutters before it is christened an Oswego. Each Oswego cutter *must be best—and then some.*

Ask about Oswego cutters and write us for the Oswego portfolio—"Cutting Machines Exclusively." You will need this book sooner or later, so why not write for it now?

Niel Gray, Jr., Oswego Machine Works, Oswego, New York

Always Look for the Anchor Trade-Mark



It stands for unvarying quality. Our inks are representative of the very best value, dependable, and the printer gets a greater value for his money in our inks than any other made.

ASK FOR OUR SPECIMEN-BOOK

Main Office and Works—NEWARK, N. J.

THE JAENECKE PRINTING INK CO.

CHICAGO OFFICE: New Number, 531 S. Dearborn Street

Old Number, 351 Dearborn Street

NEW YORK PHILADELPHIA ST. LOUIS DETROIT

PITTSBURG BALTIMORE

TRADE MARK "Micro-Ground." COES

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

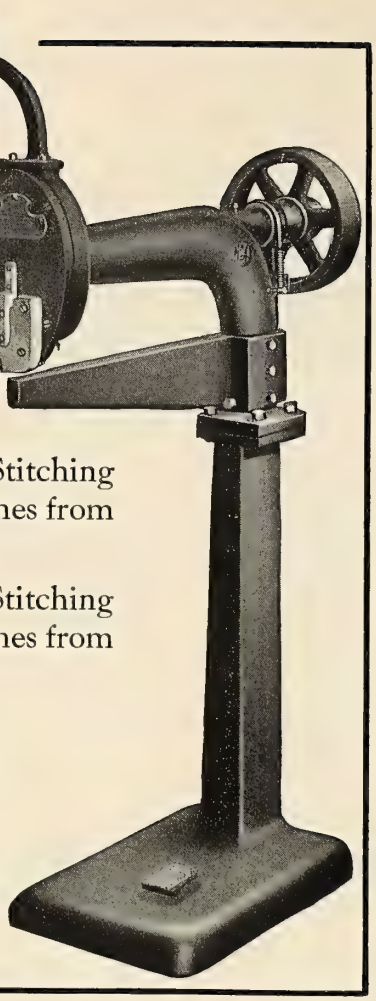
NEW YORK OFFICE—W. E. ROBBINS, 21 Murray Street
Phone, 6866 Barclay

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	1830 to 1905

COES is Always Best!

No. 4 Box Machine



12-inch Arm — Stitching point 36 or 44 inches from the floor.

20-inch Arm — Stitching point 36 or 44 inches from the floor.

MANUFACTURED BY

The J. L. Morrison Company

534 So. Dearborn St.
Chicago

New York London Toronto

"Perfection" Stitchers for all purposes

The Gold Printing of the Future

RIESSNER'S COMBINATION GOLD INK

Of great value and importance to all printers. Gold printing on all kinds of stock. It is a perfect substitute for dry bronze.

Best working qualities. Prints like any other ink. Prints bright gold on rough antique covers and uncoated papers without the use of dry bronzing over size

Send for samples of printing done with this new GOLD INK. Results will surprise you. No scattering of bronze powder into the fiber of cover-stock. No cleaning or dusting of sheets.

Printers can always have fresh gold ink at hand

I furnish GOLD INK in three different kinds, for various kinds of papers, as follows:

No. 1, for all clay coated papers.
No. 2, for all glazed papers.
No. 3, for all rough cover and uncoated papers, for which a sizing for base is required.
} **$3.00** per lb

Sizing for No. 3, $1.00 per lb. Big discounts in quantities.

Special inducements to ink manufacturers and jobbers.

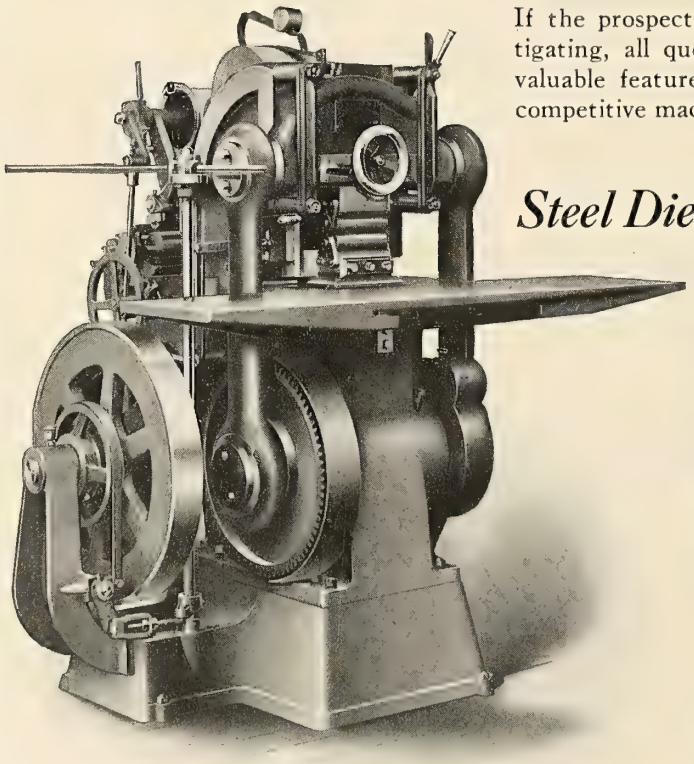
LET ME SEND YOU A POUND ON APPROVAL

T. RIESSNER

Importer and Manufacturer of Bronze Powder of All Kinds
Composition and Aluminum Leaf

59 Gold Street **New York City**

There Is No Question About It



If the prospective buyer will embrace the opportunity of investigating, all question of doubt will be set aside concerning the valuable features found in our die press as compared with any competitive machine on to-day's market.

Our line of

Steel Die and Plate Stamping Presses

is built upon lines of durability, convenience, speed and guaranteed character of product. With the mechanical and constructive principles absolutely correct—nothing skipped or overlooked—you are facing a proposition of certainty rather than speculation.

It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

Write for full particulars, prices, terms, etc.
We manufacture two smaller sizes of press.
Also hand-stamping and copperplate presses.

The Modern Machine Company
Belleville, Illinois

Latest

Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment

(Unexcelled)

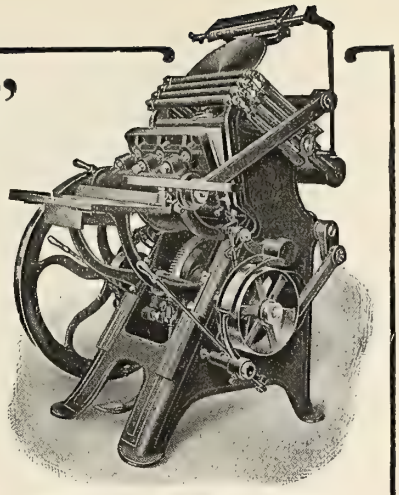
"Prouty"

Obtainable through any Reliable Dealer.

MANUFACTURED ONLY BY

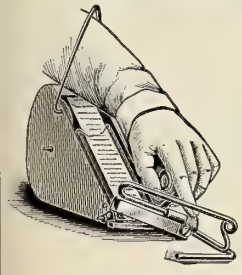
Boston Printing Press & Machinery Co.

OFFICE AND FACTORY
EAST BRIDGEWATER, MASS.



The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

Tympan Gauge Square

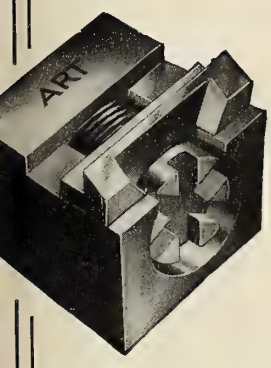
FOR QUICKLY AND ACCURATELY PLACING THE GAUGE PINS ON A PLATEN PRESS.

Made of transparent celluloid, ruled in picas. Size, 3¾ x 8⅛ inches.

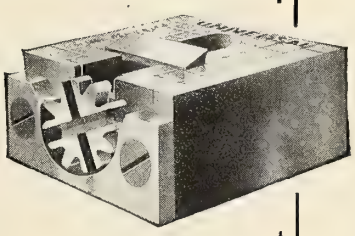
By placing the square over the impression of the job on the tympan in the proper position, and marking with a pencil along the left and lower edges, the gauges can be placed correctly at once. Will save its cost in one day's use.

Twenty-five cents, postpaid to any address.

THE INLAND PRINTER CO.
632 SHERMAN STREET - - - - CHICAGO



One Pressman's Labor at $3.50 Per Day Costs You $1,092 Per Year



HIS pay for two months will equip one of your big presses with the EXPANSION PLATE-MOUNTING SYSTEM that will *save* more than his wages *every* year.

Are you going to keep putting *expense* into pay-rolls, or are you going to *invest* in a live working asset?

The EXPANSION SYSTEM will not only greatly reduce the time now required for make-up, make-ready and registering plates, but will also reduce the actual running time—the presses may be speeded up without sacrificing the quality of the work. Plates will withstand double the number of impressions without perceptible wear, thus creating a vast saving in cost of duplicates on long runs.

Don't take our word—try the EXPANSION in your own plant—you can, with no obligation to purchase if it fails to "make good."

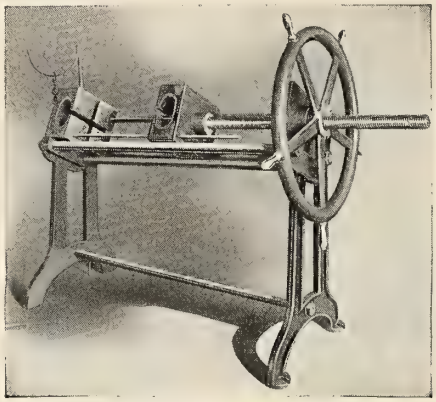
Write for full particulars

The Challenge Machinery Company

Salesroom and Warehouse
124 So. Fifth Ave., Chicago

Grand Haven, Michigan

Hand Bundling Press



Write for Prices

HICKOK
Paper-Ruling Machines
AND
Ruling Pens
Bookbinders' Machinery

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.

ESTABLISHED 1844 INCORPORATED 1886

MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

JENNEY
UNIVERSAL TYPE MOTORS
ARE THE HIGH-GRADE STANDARD FOR ALL PRINTING MACHINERY

AMERICAN ROTARY VALVE CO.
SUCCESSORS TO
Jenney Electric Manufacturing Co.

GENERAL OFFICES
156 No. Dearborn St., Chicago

FACTORY
Anderson, Ind.

VACUUM CLEANING MACH'Y—AIR COMPRESSORS

QUALITY—SERVICE
Brislane-Hoyne Co.
Electrotypers *Nickeltypers*

412-414-416 So. Dearborn Street, Chicago

OUR PLANT IS ENTIRELY NEW AND EQUIPPED WITH ALL OF THE LATEST IMPROVED MACHINERY ESSENTIAL TO THE PRODUCTION OF HIGH-GRADE PRINTING PLATES

SPECIAL ATTENTION TO COUNTRY ORDERS

It's a Wonder Becks' Wouldn't Change This Ad!

It's Been in for Goodness Knows How Long

Yes—and it's apt to be in for some time to come, too!

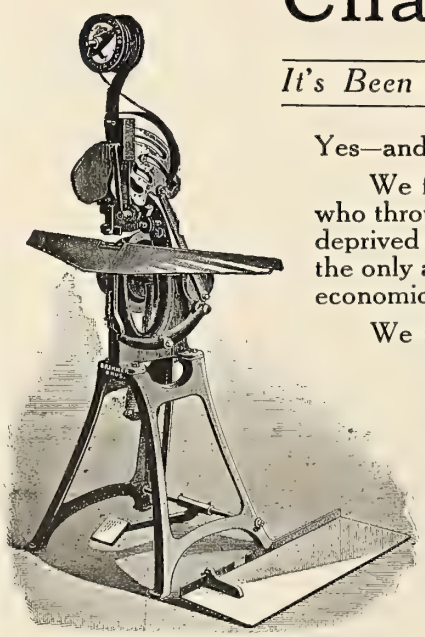
We find that there are still many thousands who through ignorance of its fine merits are being deprived of the benefits of the Brehmer Stitcher, the only accurate, simple, rapid and economical stitcher made.

We find that users have been squandering large sums for complex, as well as costly-to-operate, stitchers without getting good results.

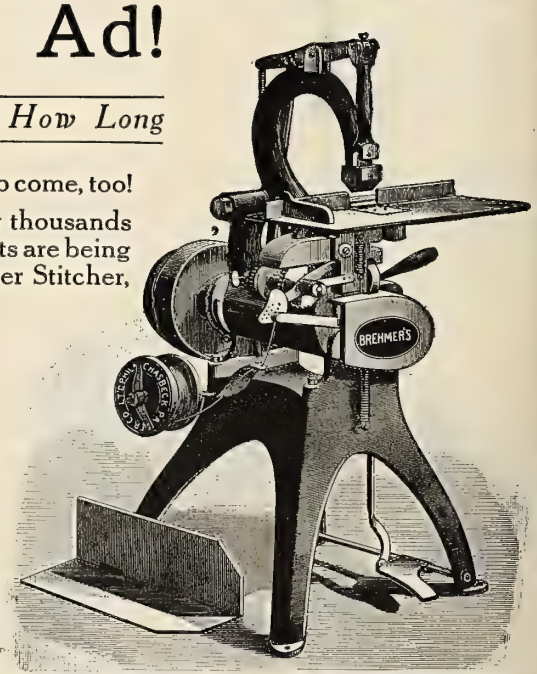
Just a little missionary work.

We're out to prove to the unenlightened.

Don't Be Ignorant—
Investigate!



No. 33. For Booklet and other General Printers' Stitching.



No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA
609 CHESTNUT STREET

Lowest Price

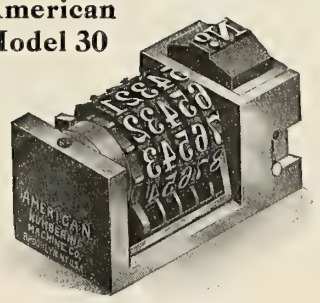
American Model 30

5 Wheels **$5.00** Fully Guaranteed

In stock and for sale by

Dealers Everywhere

American Model 30



No 12345

Impression of Figures

Best Machine

American Model 31—6 Wheels, $6.00

Steel Throughout

Every machine thoroughly tested in a printing-press and guaranteed

ACCURATE

American Numbering Machine Co.

291 Essex St., Brooklyn, N. Y.
169 W. Washington St., Chicago, Ill.
2 Cooper St., Manchester, England.

Printers—

If you want to produce

Highest Quality Printing

at Least Cost

use

HUBER'S PRINTING INKS

J. M. HUBER 528 S. Dearborn St. CHICAGO

JOHN MIEHLE, Jr., Mgr.

NEW YORK BOSTON PHILADELPHIA BALTIMORE ST. LOUIS

Clean Wiping Rags

have proven the most economical, convenient and sanitary addition to the pressroom, engraving department — in fact any department about a modern printshop where machinery or engravings are used.

We Are Not "Ragmen"

but launderers of rags put through a thoroughly sanitary cleaning process, each rag carefully selected, all buttons, pins, hooks, eyes, in fact anything "scratchy" removed by hand prior to cleansing.

No possible chance to ruin electros, half-tones, type-faces or printers' rollers. Rags are soft, clean and absorbent.

We Guarantee Every Rag

thoroughly sterilized, hand selected, sanitary, and each bale is accompanied by an affidavit covering our process of preparation. This removes any possibility of the printer purchasing an inferior rag at a high price.

Send to-day for particulars, quantities you use, and we will mail you our regular price-list or special quotation.

IDEAL BRAND

IDEAL SANITARY SUPPLY CO.

1930-32-34 WARREN AVENUE CHICAGO

GEO. E. CRANE Prest & Mgr. Phone Harrison 4377 JNO. DRURY Secy & Treas.

CHICAGO ROLLER CO.

MANUFACTURERS OF

PRINTERS' ROLLERS

618-620 SHERMAN ST. CHICAGO, ILL.

Read Between the Lines and you will find that the No. 7

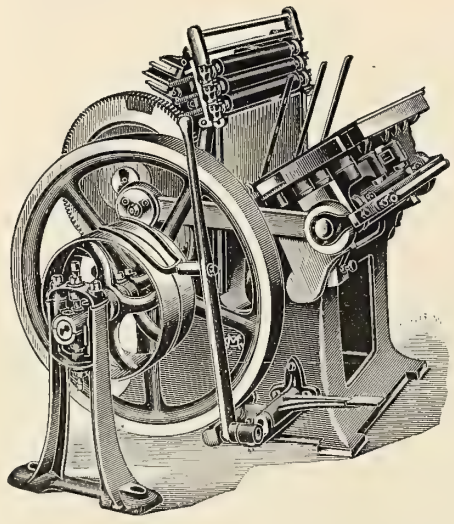
Boston Wire Stitcher is the only wire stitcher that is provided with mechanical features that improve quality while reducing cost of stitching, and that the No. 7 Boston Wire Stitcher, with its capacity of from two sheets to seven-eighths inch, is the only wire stitcher that will satisfactorily stitch both the thinnest and thickest work. It is easily the first choice for best and most in wire stitching. Look it up!

American Type Founders Company U. S. A., General Selling Agent

Set in 8, 10 and 60 Point Bodoni

SIMPLICITY & DURABILITY

—are the two important features that should be investigated by the purchaser wishing a dependable and satisfactory press. Another point —look for a press with as few parts as possible, and those parts of the best material, design and finish.



The Improved Universal Press

is made strictly upon these lines and it is the main reason why it has been successful wherever used, and its merits have caused duplicate orders—abundant proof of the superiority we claim for its many purposes.

It is especially designed for high-class work, half-tone, four-color cuts, cutting or creasing—in fact, supplies the greatest variety of service at the least cost of production.

We will gladly advise you of your nearest printer or dealer where you can call and examine our presses in actual every-day service.

The National Machine Co., *Manufacturers, Hartford, Connecticut*

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

NOISELESS AND BOTHERLESS

The Swink Two-Revolution Press does not groan, tremble, "rasp" or rack buildings. It runs smoothly—absolutely noiseless. The pressman is not continually bothered with breakdowns because it is built for 24-hour service seven days in the week, 365 days in the year.



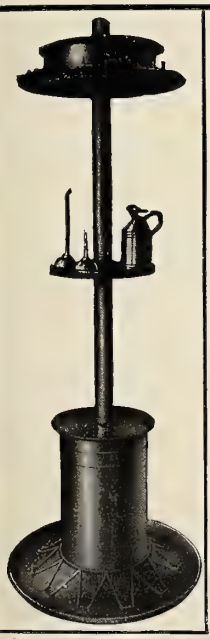
When you install a press absolutely *noiseless* and *botherless* it means satisfaction.

The Swink High-Grade Two-Revolution Press

is scientifically constructed, each part of the best material, is built like a watch. Its high speed averages 2,400 impressions an hour, perfect register and impressions, and it is equipped with the best inking system.

The printer ought not to buy until he investigates the merits of our press. Catalogue will be supplied upon request, or special representative will call and see you.

The Swink Printing Press Company Factory and General Offices DELPHOS, OHIO



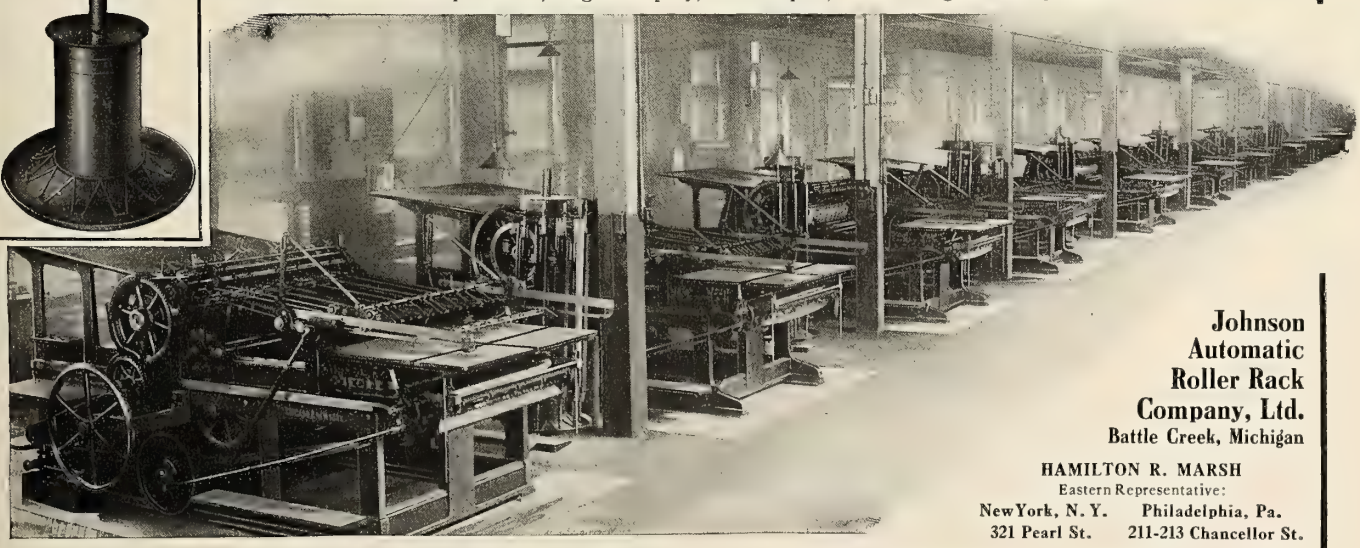
"The Johnson Way" Has Won the Day

with a method of care that preserves rollers, clean, tacky and flexible like new, and saves wash-up time. There are no more troubles with hard, shrunken or cracked rollers, no bent stocks and damaged surfaces, no dirty, greasy floors, no rag and oil receptacles scattered about the room; order and cleanliness become automatic; there is entire absence of the usual fire hazard.

Extract From Letter — **"The Johnson Way" I believe is the only way to wash and care for rollers; saves time and is never in the way. Having had experience with other methods makes me appreciate "The Johnson Way" all the more. In my estimation the Roller Rack is worth double its price. The men in the pressroom are very much pleased with them.**

Point No. 3 — **THE CROWN PRESS, Designers, Engravers, Printers, 1322-1328 Wabash Ave., Chicago, Ill. G. S. Knapp, Treas. and Supt.**

Part of pressroom, Cargill Company, Grand Rapids, one of Michigan's finest printers



Johnson Automatic Roller Rack Company, Ltd.
Battle Creek, Michigan

HAMILTON R. MARSH
Eastern Representative:
New York, N. Y. 321 Pearl St.
Philadelphia, Pa. 211-213 Chancellor St.



Danish Ledger

WRITES WELL
RULES WELL
ERASES WELL

To those who desire a high-grade ledger at a moderate price, we recommend DANISH LEDGER. Send for new sample-book.

LIST OF AGENTS

Miller & Wright Paper Co., New York city
Hudson Valley Paper Co., Albany, N. Y.
Wilkinson Bros. & Co., Philadelphia, Pa.
B. F. Bond Paper Co., Baltimore, Md., and Washington, D. C.
Tileston & Livermore Co., Boston, Mass.
R. H. Thompson Co., Buffalo, N. Y.
Donaldson Paper Co., Harrisburg, Pa.
Chope Stevens Paper Co., Detroit, Mich.
Crescent Paper Co., Indianapolis, Ind.
O. W. Bradley Paper Co., St. Louis, Mo.

MANUFACTURED BY

B. D. RISING PAPER CO.

HOUSATONIC, BERKSHIRE COUNTY, MASSACHUSETTS.

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

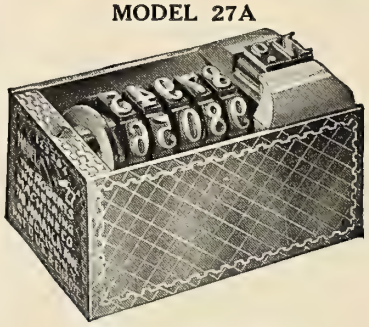
TELEPHONE, HARRISON 7185

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



№ 12345

FAC SIMILE IMPRESSION

Size 1½ x 15/16 inches

FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

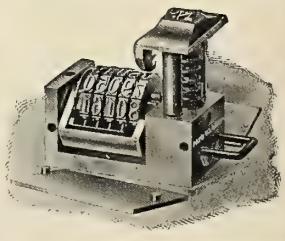
ROBERTS' MACHINES

UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward



The Anniversary of an Announcement

One year ago this month we announced that we had perfected and adopted a new idea in Monotype construction.

The announcement seemed important to us, for we had spent six years of time and more than a quarter of a million dollars in money in order to be able to use that word "perfected" with literal truth.

But, with all our pride and confidence in the new idea, we did not then realize what now seems plain—that its adoption marked the beginning of a new epoch in the printing art, as definitely as did the appearance of the first perfecting press or the first photo engraving.

That new idea was the Monotype Cellular Matrix.

It removed the last limitation to the field of mechanical composition.

Machine type-setting had long before been proved economical and practicable within certain very narrow limits. The Monotype had widened those limits immensely. The Cellular Matrix removed them altogether.

There is now no class of composition (whether "straight," tabular, tariff, display or any combination of these) that cannot be accomplished on the Monotype with greater speed, at less cost and with better typographical effect than by hand or by any other machine.

We have to prove this to new customers several times daily. It is as easy to prove as it is to say.

What did we gain for our $250,000 expense?

The Cellular Matrix shows a gain in accuracy and permanence of alignment over the older form. The amount of the gain seems trifling—it can be measured only by the ten-thousandth part of an inch—but it brings Monotype alignment squarely up to ABSOLUTE ACCURACY, and IT STAYS THERE.

It gives an increase in the *life* of our matrices—of how much we cannot tell, as the first Cellulars (made for the Government Printing Office) are still in use after seven years of hard service.

The Cellular Matrix gives, besides perfect alignment, perfect "fitting." Monotype is the *only* machine composition that cannot be distinguished from new foundry type set by hand.

Cellular Matrices give the "standard lining"—the only machine composition which does. All Monotype faces, of any point size, when combined line at the bottom.

Cellular Matrices give Monotype users the means to secure practically any desired combination of alphabets in *one* matrix case—again making the Monotype the only machine that will do this.

In short, the Cellular Matrix made the Monotype a perfect type casting and composing machine. Previously it had merely been the best.

The Monotype Cellular Matrix

This page composed exclusively in Monotype faces and borders

Two Pages of Letters from We Could Print Twenty Pages

"The Most Versatile Machine ever Introduced Into a Printing Office"

J. S. Cushing Company, Norwood, Mass.

"We have received and have now in use the two additional Monotype casters, which now give us a battery of eleven casting machines and twelve keyboards. We do not know how in the world we should get along without these machines in daily use. Perhaps the fact that we have just added two new machines is the best proof we can offer of the satisfaction we have had with what is undoubtedly the most versatile machine ever introduced into a printing office. As you know, previously we had in use Thorne machines and later the Linotype machines, but, while the latter were excellent for many kinds of work, no machine has been able to do the peculiar class of work we handle, so satisfactorily as the Lanston. We get splendid electrotype plates from its product, and since you have furnished us with the Cellular Matrices, most of the minor difficulties in the use of the machine have been removed. We should feel that we were neglecting a duty if we did not testify to the great satisfaction we have had in doing business with your Company. You have always been accommodating to us in every way, and our relations, partially through this fact, have been always of the pleasantest. Nor should we omit to say that the progressive policy of the Monotype Company in sharing its improvements with its early customers, and thereby keeping its machines up-to-date, deserves the highest appreciation and certainly receives it from us."

From a Pioneer User of the Monotype

Gunthorp-Warren Printing Company, Chicago

"We made the change to Cellular Matrices and new equipment in May, 1910, and wish to express our satisfaction with the expenditure which we made at this time. Not only have the casters and keyboards justified this exchange, but we also find the Cellular Matrices and the new mold are far beyond our expectations. We have had no trouble whatever in the alignment and wear of the matrices, which, if any, would be very perceptible in our shop, as we run twenty-four hours a day. Your credit system of exchange has made the transaction a very easy matter for us to handle."

"Improvements Applied to Oldest Machine"

Geo. H. Ellis Co., Boston

"The Cellular Matrices and Style D Keyboard in use in our Monotype equipment gives entire satisfaction. The design of the matrices is mechanically perfect for its purpose; that is, the practical elimination of the possibility of poor alignment resulting from wear of the mats. We are doing on the six new Style D Keyboards the work formerly done on nine of the old style boards. The fact that we were able to apply all these improvements to our oldest casting machine, serial 409, is appreciated by us."

"Set 125,000,000 Ems in Ten Months." Biggest Job of Book Composition Since Invention of Printing

R. R. Donnelly & Sons Company, Chicago

"Our first experience with the Cellular Matrices was in our equipment for setting the Encyclopaedia Britannica. We set on this work about one hundred and twenty-five million ems in ten months and during that time the Cellular Matrices gave us complete satisfaction. After this experience we were so thoroughly convinced that the Cellular Matrices were the correct principle for monotype composition that we decided to throw out all our old style equipment and completely equip ourselves with this new style matrix. The very liberal proposition which you made to us to take back our old matrices in order to make this change is further proof that your Company is always ready to cooperate with its customers to keep their plants up to the highest efficiency. We are convinced that the changing of our entire equipment to Cellular Matrices was a profitable investment to us."

"Constantly Extending Its Use"

J. Horace McFarland Company, Harrisburg, Pa.

"We have changed to the Cellular Matrix on your recommendation. We believe it to be a distinct advance in the flexibility and capacity of the Monotype equipment, the best fact concerning which is that we are constantly extending it while buying more reluctantly every day the foundry type, to which we formerly adhered exclusively."

"Added Greatly to the Standard of Our Book Work"

Williams & Wilkins Company, Baltimore, Md.

"We have always felt that degree of confidence in using your machine in connection with our book and magazine work that the possible possibilities of the machine in the particular field that it covers would be anticipated, and that we would be furnished with an equipment which would place us in a position to maintain the very highest standard of production on the most efficient basis as compared with other facilities offered. The redesigning of your faces has certainly added greatly to the standard of our book work, and we have found that in operating the Cellular Matrix that we are able to obtain much better alignment and that we have less trouble in the casting, and the matrices last longer."

"Never a Question of Its Superiority"

The Edgell Company, Philadelphia

"The Cellular Matrices are so much an improvement over the side-hole mats, as to relieve some of the attention ordinarily given to a machine of this description. Our caster operator is very enthusiastic about the new Matrices, because the letters don't break off, due to the depth of the drive, which is a very decided improvement,. We have never had a question of the superiority of the Cellular Matrix since it was introduced. Perhaps the greatest feature in connection with the whole proposition is the possibility of lining any size type in one combination at one operation."

"All Improvements Answer Their Purpose"

Southam Press, Limited, Toronto, Ont.

"The New Style Keyboard, Low Quad Molds and Cellular Matrices seem to answer their purposes perfectly and we are delighted with them. When we tell you that on the strength of our recommendation, as to results here, our Montreal branch installed a duplicate outfit, we think we have given practical demonstration as to our appreciation of your machines."

"More Matter—Less Cost"

Doubleday, Page & Company, Garden City, N. Y.

"We wish to congratulate the Monotype Company on their successful installation of the entire Cellular Matrix outfit, which has been accomplished with very little delay. We set more matter with the new matrices than we did with the others and at a less cost."

"A Greater Product in Same Time"

Edward Stern & Company, Inc., Philadelphia

"We are very glad to express our satisfaction with the Cellular Matrix and the New Keyboard. It is a great improvement over the old outfit, for the reason that the improved arrangement of the keyboard enables us to obtain a greater product in the same time. With the Cellular Matrices we obtain a greater product in better alignment, the matrices last longer and produce better type. We also find the Low Quad attachment a great convenience, and note that the improvement in the regularity of the type produced, almost entirely prevents quads rising while printing. It may interest you to know that this morning we set upon the new keyboard 9,930 ems 8 pt. on 10 pt. body solid in one hour and 36 minutes."

This page composed exclusively in Monotype faces and borders

Printers You Probably Know of the Same Kind of Matter

"So Many Faces it is Possible to Overcome almost any Contingency with Monotype Type"

Woodward & Tiernan Printing Co., St. Louis, Mo.

"We regard the Cellular Matrix a great improvement over the old side-hole matrix. The durability is much greater and the alignment is perfect. The designs of the new faces are good, and the number of faces to select from make it possible to overcome almost any contingency with Monotype type."

"Proud to Own Monotypes—Why?"

Crane & Company, Topeka, Kan.

"Your Cellular Matrix has come up to our every expectation, and has, in a way, revolutionized the product from your good machine. We have good reasons to be proud that we own some of your machines, not only for the efficiency of the machines themselves, but for the exceptional treatment which we have received from the makers of the same. We will feel perfectly safe in guaranteeing that on any claims you may make for the Cellular Matrix, you will be able to 'make good.'"

"Provides Everything for High-Class Work"

John P. Morton & Company, Louisville, Ky.

"Our Monotype plant, consisting of four keyboards and three casters, brought up to date about four months ago, carrying with it everything that facilitates the handling of high-class work, especially railroad tariffs, is now running smoothly and satisfactorily. The Cellular Matrix, giving perfect alignment, is so far superior to the old style that we would think our machines useless without this new improvement."

No Proof of Satisfaction Like a Repeat Order

Walden Typesetting Company, Chicago

"When the new low Quad Molds and Cellular Matrices came out we changed over our plant, added another casting machine and three Style D Keyboards, then opened an office to do work for the trade exclusively. Our efforts in this line have been so successful that we have since added three additional Style D Keyboards and one new casting machine. This we think should prove to anyone the advantages of the new style equipment without mentioning the increased output per machine."

"Product Equal to New Foundry Type"

The J. J. Little & Ives Company, New York

"The Cellular Matrix is, in our judgment, just what was required to bring the product of the Monotype substantially up to foundry-made type. By this expression, we mean to compare its product with the new foundry-made type, as, of course, each use of the foundry type depreciates it, while the product of the Monotype is always new."

"Height of Perfection in Composing Machinery"

Con. P. Curran Printing Co., St. Louis, Mo.

"We consider the Low Quad and Cellular Matrix now in use the height of perfection in composing machinery. The standard line of the new Cellular Matrix enables us to make many combinations heretofore impossible, and takes care of a class of composition which could not be accomplished with the old system."

"Cannot Make it Strong Enough"

The Wm. F. Fell Company, Philadelphia

"We do not know whether we can write you a letter strong enough to convince you what we think of the Cellular Matrix. You know we are replacing the old style mat just as fast as we possibly can and there have been times when you could not supply them to us fast enough."

"Greatest Improvement in Typesetting Machinery"

The S. A. Bristol Company, Cheyenne, Wyo.

"We consider the Cellular Matrix, taken together with the Low Quad attachment, as the greatest improvement in typesetting machinery since the advent of the Monotype itself. In them you have completely overcome the few faults of the side-hole matrices, and removed the last possible objection to machine composition. The standardization of line, set and case arrangement is a big improvement. We see no room for further improvement."

"The Machine Behind the Men"

The National Magazine, Boston

"When a printer finds a good profit in his composing room, he would be flint-hearted indeed if he did not express a grateful appreciation of the machines behind the men that made it all possible. Aside from the profitable results of using your 'Cellular Matrices,' and new equipment, comes that supreme satisfaction of good work, and the quiet but effective tribute of satisfied customers, who pay bills without a scowl. Picking up the matter printed from the Monotype, you feel you are living up to the slogan of the Monotype Company,—'The Quality Machine that Keeps Prices Up—Costs Down.' This proposition is the subtle margin between success and failure in the "art preservative. Since installing double keyboards and the 'Cellular Matrix,' we feel we have the best that can be procured."

"We Use No Type But Monotype"

Redfield Brothers, Inc., New York

"Last May, to keep up with the improvements being made in the Monotype, we had our machines equipped with the Cellular Matrices. While our product in the past has always been of a high grade, we find that the Cellular Matrices have improved this product. We have nothing but good words to say for the progressiveness of the Monotype Company in redesigning their type faces and giving the printer a splendid selection of faces to choose from in equipping their plants. At the present time, we use no other body types except Monotype, and to a great extent we are using these machines to cast our job type."

"As Nearly Perfect Composition as Can be Secured"

Hausauer-Jones Printing Company, Buffalo

"It is now something over three months since we have changed over our Monotype plant and secured your latest improvements, including the Style D Keyboard, Cellular Matrices and Low Quad Molds, and feel confident that we are producing a greater product than we could with the old ones. The new Cellular Matrices are giving us as nearly perfect composition, we believe, as can be secured by any agency, and the Low Quad Molds have eliminated all trouble which we ever had in producing good presswork from Monotype composition. One of the most striking features regarding the change over in our plant was the exactness with which the estimated cost of such change tallied with the actual costs, as it was found to be after the change had actually been made."

"Increased Efficiency 100 Per Cent"

Democrat Printing & Litho. Co., Little Rock, Ark.

"Since the installation of your 'DD' Keyboards, Low Quad Molds and Cellular Matrices, the Monotypes have increased in efficiency to us at least 100 per cent. In addition to improving its standard on all classes of intricate composition, we also find that, on straight matter, the output is equal, if not more so, in average ems per hour than on our linotypes, to say nothing of the quality and saving in corrections and press make-ready on Monotype matter. "During our dull season (July and August) we close down two of our five machines. Heretofore, we have closed down the Monotypes. However, the past season we kept the Monotypes running and closed down the linotypes, and our records show that we did the right thing. When additional equipment is necessary in typesetting machines, we will have more Monotypes."

This page composed exclusively in Monotype faces and borders

Any Combination of Faces the Job Needs in ONE Matrix Case

The Monotype Cellular Matrix case weighs complete, thirty ounces. It will lie on the outstretched hand or slip into a top coat pocket.

Yet, assembled in that small, light, compact form are the separate matrices for 225 characters. Two characters are never driven in the same matrix.

Any combination of faces, special figures, fractions, accents or signs you choose can be put up in a single matrix case, to suit the work in hand and the convenience of the shop. There are no mechanical restrictions whatever in making desired combinations, of the same or different point sizes, which ALWAYS LINE AT THE BOTTOM when cast on the same body.

We carry in stock at present the matrices for 925 fonts of type and are cutting new fonts at the rate of about two a week.

A Cellular Matrix case, containing 225 characters in any face or combination of faces you desire, and in any size or combination of sizes from 5 point to 12 point can be had complete for $60.00, for use on the composing machine to cast type in justified lines.

The Monotype Matrix Library

But it must be remembered that every Monotype is ALSO a type casting machine—the most serviceable and satisfactory the art has ever known. It casts separate, individual type of exactly the same quality as the best foundry product.

A subscription to the Matrix Library enables you to secure the matrices of any of our 925 fonts for use on the caster, at the average rate of $1.67 per font.

Turn your pi-box and worn-out faces into fresh, new type!

Lanston Monotype Machine Co.

Philadelphia

This page composed exclusively in Monotype faces and borders



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

$15.50 a Week Increase in Wages

A Chicago hand compositor got tired of working for the then job scale of $19.50.

Within the last four years he made the plunge and became a student at

The Inland Printer Technical School

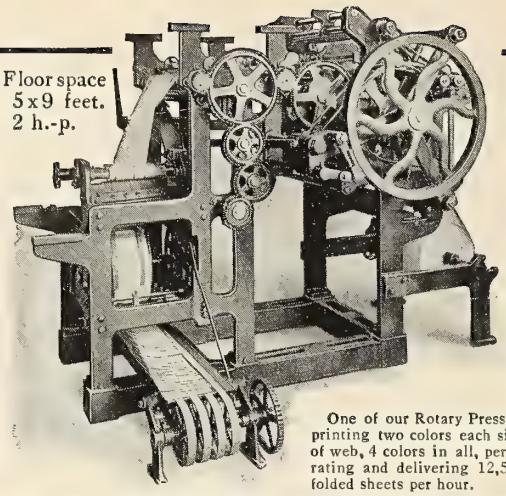
Since that time his wages have risen steadily until now he is earning $35 a week.

Not everybody can do so well. But any compositor can go part of the road this man has traveled. There will be more machines than ever. Make up your mind to catch on. This is the School that will show you how. It has the endorsement of the International Typographical Union.

Send Postal for Booklet "Machine Composition"
and learn all about the course and what the students say of it.
The Thompson Typecaster taught without extra charge.

Inland Printer Technical School

632 Sherman Street, Chicago, Ill.



Floor space
5 x 9 feet.
2 h.-p.

One of our Rotary Presses printing two colors each side of web, 4 colors in all, perforating and delivering 12,500 folded sheets per hour.

MEISEL PRESS & MFG. CO.

944-948 Dorchester Ave., BOSTON, MASS.

Builders and Designers of Automatic Printing Machinery

ROTARY COLOR PRESSES for wrappers, labels, cartons.
ROTARY PRESSES for publications—folded or flat sheets.
BED AND PLATEN AUTOMATIC PRESSES for roll or sheet products.
TICKET PRESSES for transfers—roll or strip tickets, trading stamps.
CASH-SALES BOOK PRESSES for flat, folded, interleaved books.
WRAPPING-PAPER PRESSES for roll or sheet products—one or more colors.
SLITTERS AND REWINDERS for all kinds of roll products.
TOILET PAPER ROLL MACHINES, plain or perforated rolls.
SHEET CUTTERS—from roll; adjustable for various size sheets.

Write us principal requirements and output desired and we will send full descriptive data for suitable machines and quote prices.

1,000 Magazines for Fifty Cents

GATHERED, STITCHED AND COVERED

Labor	(1) operator		$3.00	
	(1) operator assistant		1.50	
	(2) good feeders		3.00	
	(1) good feeder assistant		1.00	
	(1) good take-off		1.50	
			$10.00	
Per M				$0.3703
Fixed interest		on $8,000 6%	$1.60	
Charges, insurance		" " 2%	.54	
Depreciation		5%	1.33	
Supt.		½%	.12	
			$3.59	
Per M.				$0.1330
3,000 books per hour X 9—27,000 books per day				$0.5033

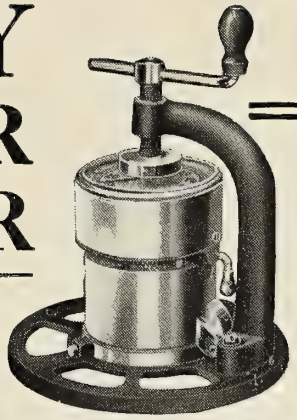
GEO. JUENGST & SONS, Croton Falls, New York.

WE HAVE NO AGENTS

Hot Embossing and Ironing of Rough Papers FOR THE TRADE

REVIEW PRINTING & EMBOSSING CO. 501 SOUTH DEARBORN ST., CHICAGO.

EDDY PAPER TESTER



A Money-Saving Device for the Printer

COLOR, finish, feel, and all surface conditions are of course apparent to all; but the "body" or "substance" of paper, commonly called strength, is very difficult to detect unless there be great difference between the samples examined.

The "Eddy Paper Tester" registers numerically the strength of each sample you examine. With such an instrument and your own brains, could you ever fail to select the best values, or to match your samples correctly? Can you afford to be without one?

Write for particulars to

DOBLER & MUDGE

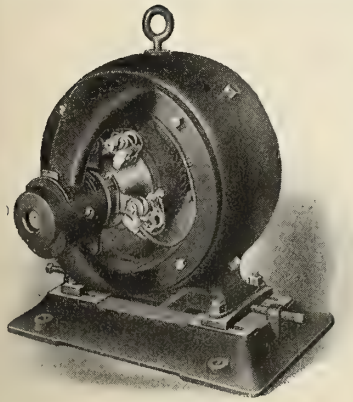
BALTIMORE, MD.

European Sales Agents

H. B. LEGGE & Co., 81 Cannon St., London

The Best Reason Why

you should install PEERLESS MOTORS is because of their *uniform* and *economical* service.



Peerless Motors

are made for all printing equipment requirements and with a full knowledge of what the printer demands. Our Motor Power "holds down" your cost of production to where it belongs.

It's to your interest that you know more about our motors. Ask us for booklet.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 452 Monadnock Bldg. NEW YORK, 43 West 27th Street

And All Principal Cities

PRINTER TO ADVERTISING MAN

Advertising men draw large salaries.

They are valuable because they are producers—they show actual results on the credit side of the ledger.

An advertising man must have a knowledge of printing. What better start could you possibly have than your experience in the print-shop? The majority of successful advertising men in the country to-day started as printers.

If you are ambitious to grow big and make a large salary, the International Correspondence Schools will show you how. It requires but a small part of your spare time to learn how to write advertisements—how to select mediums—how to analyze advertising problems—how to conduct a sales campaign.

The I. C. S. Advertising Course has been prepared after twenty years of experience in advertising. The same principles taught in this Course have been applied to the successful advertising of this institution.

The Course includes Type Display, Copy Writing, Follow-up Systems, Managing Advertising Appropriations, Illustrating, Mediums, Catalogue and Booklet Writing—each subject being treated by an expert.

To learn more about the I. C. S. Course of Advertising, fill in and mail the attached coupon

International Correspondence Schools
Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

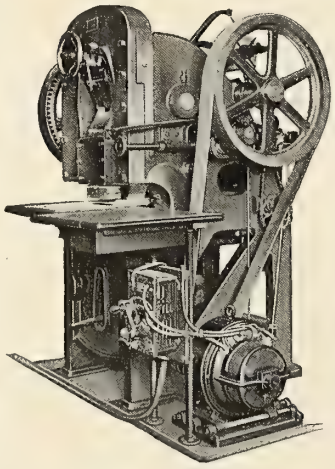
Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago

Our Engineers Will Work for You Free



Let Them Solve Your Power Problems

This embossing press is driven by one of our variable speed motors. Its operation requires a wide range of speed, which is easily obtained by means of the controller shown in the illustration. The press may be run at any speed required between 200 and 400 r. p. m. of the fly-wheel.

The maximum output from printing machinery of all kinds can best be obtained by equipping with properly chosen motors and controllers.

Write us.

Robbins & Myers STANDARD Motors

(Direct Current, All Purposes, 1/30 to 15 H. P.)

THE ROBBINS & MYERS COMPANY
1325 Lagonda Avenue, Springfield, Ohio

BRANCHES IN:
NEW YORK, 145 Chambers Street; PHILADELPHIA, 1109 Arch Street; CHICAGO, 320 Monadnock Block; BOSTON, 176 Federal Street; CLEVELAND, 1408 W. Third Street, N. W.; NEW ORLEANS, 312 Carondelet Street; ST. LOUIS, 1120 Pine Street; KANSAS CITY, 930 Wyandotte Street.

Inks that are used in every country where printing is done.

Kast & Ehinger
Germany

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

INKS

DRY COLORS, VARNISHES

SPECIAL OFF-SET INKS

The World's Standard Three and Four Color Process Inks

Gold Ink worthy of the name

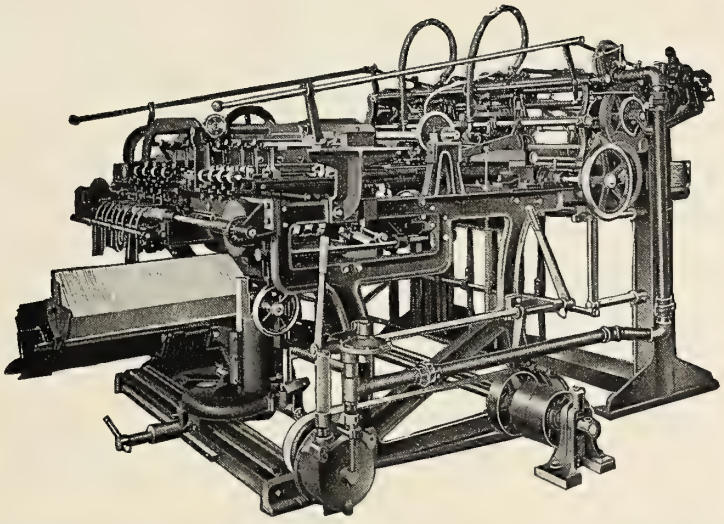
Originators of Solvine

Bi-Tones that work clean to the last sheet

New York
154-6-8 W. 18th Street
Hellmuth Building

Chicago
New No. 605-7-9 S. Clark St.
Poole Bros. Building

THE CHAMBERS
Paper Folding Machines



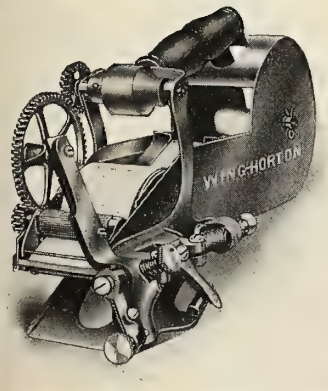
No. 440 Drop-Roll Jobber has range from 35x48 to 14x21 inches.

THE PRICE IS IN THE MACHINE.

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: : : : : : : : 524 West Jackson Boulevard



"They Are Going Some"

Six hundred and twenty-two **Wing-Horton Mailers** were sold in 1910.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO

The BEST and LARGEST GERMAN TRADE JOURNAL for the PRINTING TRADES on the EUROPEAN CONTINENT

Deutscher Buch- und Steindrucker MONTHLY PUBLICATION

Devoted to the interests of Printers, Lithographers and kindred trades, with many artistic supplements. ¶ Yearly Subscription for Foreign Countries, 14s. 9d.—post free. Sample Copy, 1s.

Deutscher Buch- und Steindrucker
ERNST MORGENSTERN
19 DENNEWITZ-STRASSE - - - BERLIN, W. 57, GERMANY

The American Pressman

A MONTHLY TECHNICAL TRADE JOURNAL WITH 20,000 SUBSCRIBERS

Best medium for direct communication with the user and purchaser of Pressroom Machinery and Materials

ONE DOLLAR PER YEAR

Second National Bank Building, CINCINNATI, OHIO

Bishop's Order Book and Record of Cost

¶ The simplest and most accurate book for keeping track of all items of cost of every job done. Each book contains 100 leaves, 10x16, printed and ruled, and provides room for entering 3,000 jobs. Strongly bound, price $3.00. Fourth edition.

SOLD BY

The Inland Printer Company
Chicago

METALOGRAPHY

HOW TO PRINT FROM METALS
By Chas. Harrap

Treats of the nature and properties of zinc and aluminum and their treatment as printing surfaces. Thoroughly practical and invaluable alike to the expert and to those taking up metal-plate printing for the first time. Full particulars of rotary litho and offset litho methods and machines; details of special processes, plates and solutions. The price is 3/- or $2.00, post free.

To be obtained from
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago

JUST OUT

The National Lithographer's
Sample Book *of* Offset Printing

ORDER EARLY — *Sent Postpaid on Receipt of* ***50 Cents*** — LIMITED EDITION

Every Lithographer and Printer Wants It

THE NATIONAL LITHOGRAPHER
150 Nassau Street, New York

The Best Special Works for Lithographers, Etc.

ARE THE

ALBUM LITHO—26 parts in stock, 20 plates in black and color, **$1.50** each part.

AMERICAN COMMERCIAL SPECIMENS—three series, 24 plates in color, **$3.50** each series.

TREASURE OF GRAPHIC ARTS—24 folio plates in color, **$4.50.**

TREASURE OF LABELS—*the newest of labels*—15 plates in color, **$3.00.**

"FIGURE STUDIES"—by Ferd Wüst—second series, 24 plates, **$3.00.**

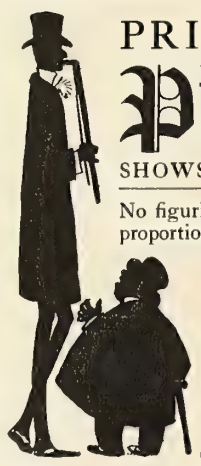
AND THE

FREIE KÜNSTE
—SEMI-MONTHLY PUBLICATION—

This Journal is *the best Technical Book for Printers, Lithographers and all Kindred Trades.* Artistic supplements. Yearly subscription, **$3.00,** post free; sample copy, **25 cents.**

PUBLISHED BY

JOSEF HEIM - - - - - - Vienna VI./i Austria



PRIOR'S AUTOMATIC
Photo Scale
SHOWS PROPORTION AT A GLANCE

No figuring—no chance for error. Will show exact proportion of any size photo or drawing—any size plate.

SIMPLE—ACCURATE.

Being transparent, may be placed upon proofs of cuts, etc., and number of square inches determined without figuring. **Price, $2.00.**
Sent postpaid, on receipt of price, by

The Inland Printer Co.
632 Sherman Street CHICAGO
1729 Tribune Building, NEW YORK

Established January, 1894.

THE PROCESS ENGRAVER'S MONTHLY
THE PROCESS PHOTOGRAM — ESTABLISHED JAN. 1894

Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, $2 per annum.

GEO. ROUTLEDGE & SONS, LTD. { 68-74 Carter Lane / Ludgate Hill } LONDON, E. C.

AMERICAN AGENTS:
SPON & CHAMBERLAIN, 123 Liberty Street, NEW YORK

Save Time *and* Expense

by installing the

Mechanical Chalk Relief Overlay Process

at your plant.

"Shop right" to manufacture and use the Overlay granted to employing printers.

No unusual skill is required to produce the Overlay. It is merely necessary to make a print on both sides of the Overlay Board and to pass same through a weak etching solution.

Overlay produced at 1/10 of a cent per square inch for material, plus labor.

Printing results are far superior to those obtained with the aid of any other overlay method.

Any additional information desired furnished by

WATZELHAN & SPEYER
General Representatives
183 William Street, New York, N. Y.

TITANIC BOND

The only way to know all its merits is to use it. Then you will keep on using it. We could *tell* you about its strength, rattle, color and texture—but try it *and you will know.*

Bond and linen finish, in white and attractive colors, useful sizes and weights.

For Samples and Prices Write to

PARSONS TRADING CO.
20 VESEY STREET NEW YORK

London Sydney Mexico
Bombay Melbourne Buenos Aires
Cape Town Wellington Havana

The CLEVELAND FOLDER

THE EFFICIENT PARALLEL, OBLONG, AND RIGHT-ANGLE FOLDER

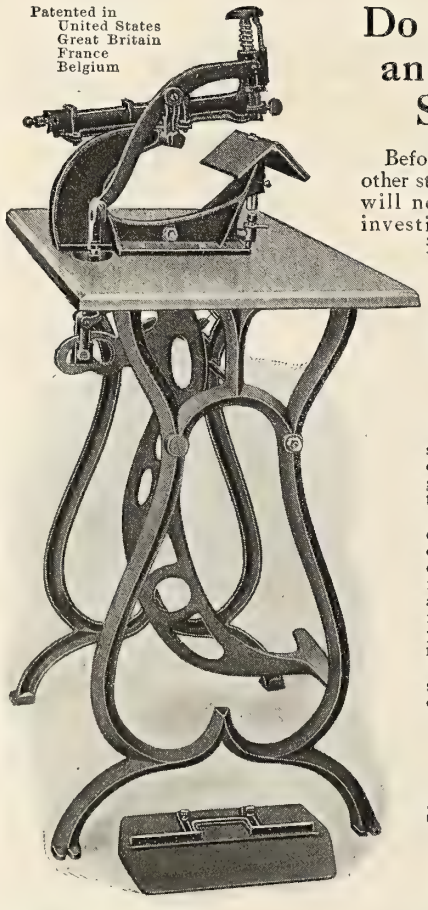


—Perfect Register
—Highest Speed.
—Greatest Range of Sizes. Sheets 2 x 3 to 19½ x 38.
—Largest Variety of Folds.
—No Tapes—No Knives used in Folding.
—Endorsed by Repeat Orders.
—Installed on an Unconditional Guarantee of Absolute Satisfaction.

The Cleveland Folding Machine Company

717 Lakeside Ave., CLEVELAND, OHIO





Patented in
United States
Great Britain
France
Belgium

Do You Want an Accurate Stapler?

Before you purchase another stapling machine, you will never regret having investigated the recently improved

Acme Binder No. 6

Its scientific construction and its up-to-date improvements all go to make a satisfactory stapler.

The "Acme" keeps down your cost of production in the bindery department. Its working is smooth, rapid, and its range of purpose makes the "Acme" a popular bindery necessity.

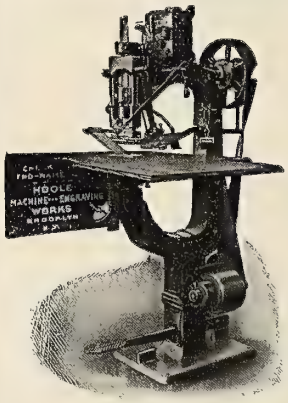
For sale by printers' supply houses throughout the United States.

Let us send you full particulars.

The Acme Staple Machine Co., Ltd.,
112 North Ninth St.,
Camden, N. J.

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street
BROOKLYN, N. Y.



"Hoole" Check End-Name Printing Machine

A Job of 500 End-Names can be set up and run off on the "HOOLE" Check End-Name Printing Machine at a cost of nine cents, and the work will equal that of the printing-press. Let us refer you to concerns who are getting the above results.

Manufacturers of

End-Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.







FOR years the genius of many inventors has been devoted to finding a mechanical process of reproducing articles or pictures in full color. Many and many have been the experiments, and many have been the failures. Within very recent times, however, wonderful advances have been made in the art of color reproduction—so wonderful, in fact, as to make the process a commercial possibility.

Nowadays, prints are reproduced in any quantity showing goods of any character, or pictures, or whatever it may be, just as they look in the originals. Merchants can now, by means of color printing, send catalogues through the mails at the cost of but a few cents per copy, showing their goods exactly as they are, placing their entire line in the hands of possible buyers, at their homes, permitting careful inspections and selections at any time. In other words, the merchant to-day can send a line of samples, just like the goods themselves, to thousands of different customers and leave them there indefinitely, where they may create sales at any time.

A trip through a plant specially fitted for the reproduction of color is an especially interesting experience. Come with us through one of the representative plants, that of the Zeese-Wilkinson Co., of 213 East Twenty-fourth street, New York. They are specialists in the field of



GENERAL OFFICES



COPYRIGHT, 1911, BY FREDERICK A. STOKES COMPANY

Courtesy of Frederick A. Stokes Co.

REPRODUCED IN FOUR COLORS FROM WATER COLOR DRAWING

THE ZEESE-WILKINSON COMPANY



REPRODUCED IN FOUR COLORS FROM OIL PAINTING BY GEORGE HOOD

COLOR ENGRAVERS AND COLOR PRINTERS

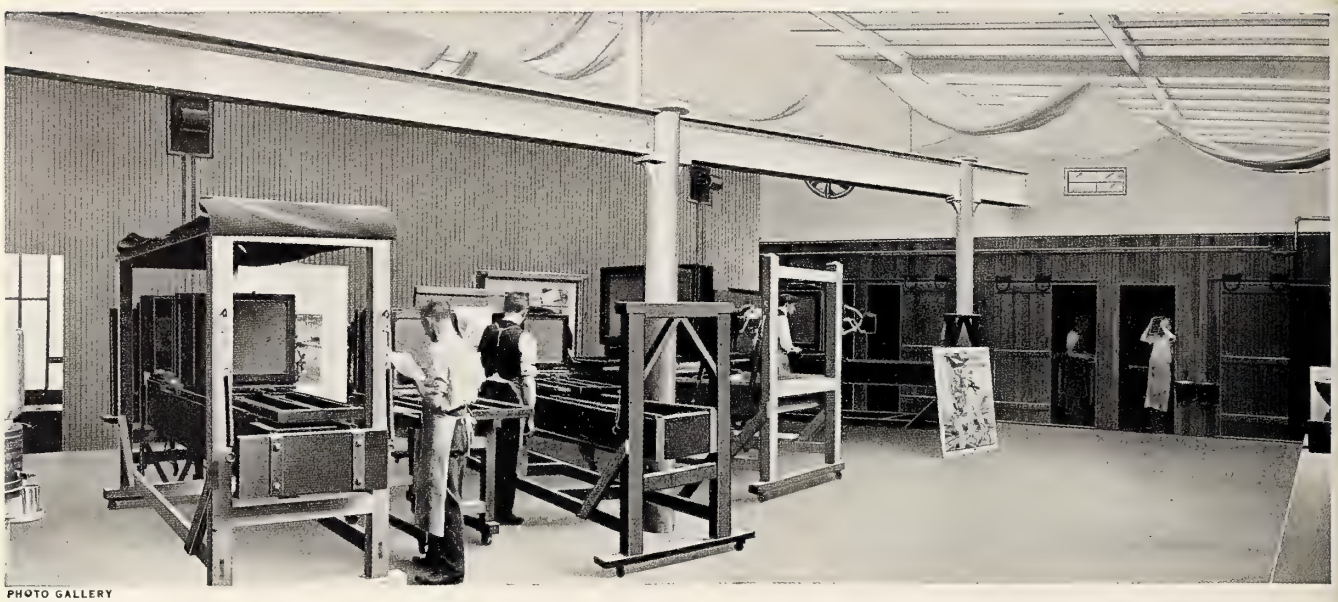


PHOTO GALLERY

color plate engraving and color printing, and you will get an idea here of the immense amount of detail and expert knowledge required to make perfect reproductions possible.

Concentration is the order of the day. It is the proper and logical way of developing efficiency. Hence the Zeese-Wilkinson Co. specialize. They employ none but experts in some particular branch of the service, who concentrate their whole attention upon their specialty. The plant comprises executive offices and all necessary departments for the perfect execution of color work, as illustrated here. It is in a modern building, up to date in every particular, devoted wholly to the execution of color reproductions, either in their entirety or in part; plates only, or printing any plates that are available, though placing your complete order with them, assures perfect results, prevents the plate-maker claiming the printer didn't know his business, or the printer's claim of unsatisfactory plates.

Upon receipt of an order, and before being put in work, the job is fully planned



ETCHING AND FINISHING ROOM



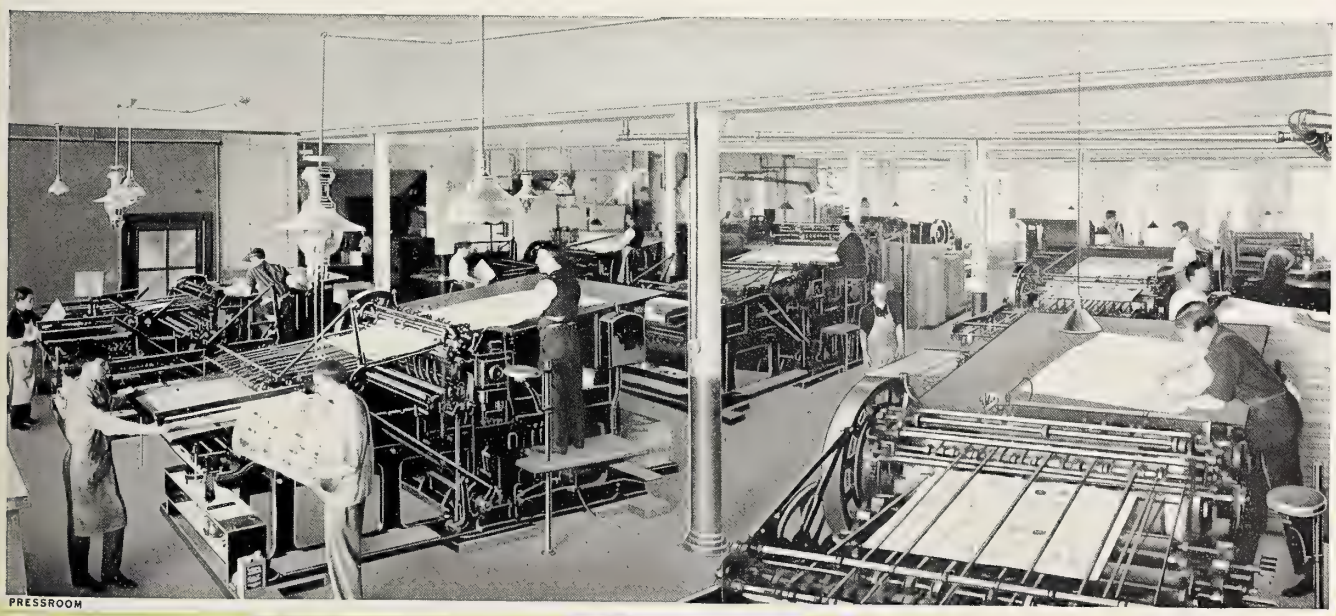
NORTH EXPOSED GALLERY



PROOVING ROOM

so that its execution may be accomplished without confusion, delay or error. Work intended for the Plate Department is sent there, with full information attached, and the various processes of its manufacture must be approved, step by step, by the manager of the department before sending out for approval. In this department are reproductions of wonderful paintings by noted masters, side by side with reproductions of rugs or decorated china, or illustrations for stories; in fact, anything that has color in it.

The same careful attention is given to orders intended for the Printing Department, where only cylinder presses of all sizes are used. Here are sheets of beautiful pottery, intended for a dictionary. A little further on is a catalogue to be used by a manufacturer of inks. His packages are illustrated just the way the buyer receives them. One hundred thousand customers will have samples in print of his entire line. Further on, a rug manufacturer is having a reproduction of a handsome rug made; it is a new creation entirely; he will send ten thousand cus-



PRESSROOM

THE ZEESE-WILKINSON COMPANY

REPRODUCED IN FOUR COLORS FROM EMBROIDERY



Courtesy of The Singer Sewing Machine Co.

ETCHERS ENGRAVERS AND COLOR PRINTERS

THE ZEESE-WILKINSON COMPANY



Courtesy of The J. B. Lyon Co.

REPRODUCED IN FOUR COLORS FROM NATURE

COLOR ENGRAVERS AND COLOR PRINTERS OF

tomers a perfect picture of just the colors embodied in that rug, yet he has but one actual sample. On another press are sheets showing a line of the coming season's fashions—beautifully arrayed women, exhibiting not only the latest cut, but the colors and details as well. The manufacturer of these gowns will send samples to a million of his customers. Without the color process, his sales could only be made to a fraction of the million.

The thousands or millions of color reproductions, real samples of anything they reproduce, can be made and placed in the hands of customers within a remarkably short time, so complete and responsive is this method of manufacture.

The examples in this insert illustrate the beauties of the process employed by the Zeese-Wilkinson Co. Note the accuracy of the work, texture and depth of color; see how realistic and beautiful the results; every detail is clear and distinct, and this method of reproduction will reproduce anything just as perfectly.

The Zeese-Wilkinson Co. maintain a very complete service department. Here full information, estimates and samples covering any particular line can be had on request; and not only that, but their experts are prepared to assist you in the preparation of copy, or with advice on how to proceed with the manufacture of anything in the shape of a catalogue, folder, leaflet, hanger, or book, showing in life-like reproduction the article you are interested in, producing perfect results at the smallest expense and in the most reliable and prompt manner.

The man who has something to sell cannot, if he will succeed, overlook this open door to trade all over the universe; trade that is accomplished without the aid of salesmen or an actual sample; trade that calls only for the aid that he can get from perfect color reproductions and perfect printing, as executed day in and day out by the Zeese-Wilkinson Co., of New York City, who specialize not only in color reproductions—and anything under the sun can be reproduced in color—but in dependable, intelligent and perfect service as well.



METROPOLITAN TOWER

The Duplex Junior
Flat-Bed Perfecting Press

WE are happy to announce that we are bringing out a very simple but very efficient Flat-Bed Perfecting Press especially designed for that class of newspapers whose circulation hardly justifies the installation of our well-known rapid Flat-Bed Perfector, but which is too large to be satisfactorily cared for on a hand-fed machine.

This press will embody the best features of our higher-priced machine, now familiar to publishers throughout the world, and will be constructed with the skill and superior knowledge of the requirements of flat-bed perfecting machines, acquired by more than twenty-five years of successful experience. The workmanship will be of the "DUPLEX QUALITY," now the recognized standard of excellence.

It will print either four, six or eight pages.

The speed will be about 4,000 per hour.

THE PRICE WILL BE $3,500

Duplex Printing Press Company

Main Office and Works:
BATTLE CREEK, MICHIGAN

LONDON
Linotype & Machinery Ltd.
188 Fleet Street, E. C.

NEW YORK
World Building

PARIS
Linotype & Machinery Ltd.
10 Rue de Valois

General Agents for Canada: Miller & Richard

Expert's Idea for a Printer's Christmas Gift

Says Leo Smith, an apprentice, of Galion, Ohio:

> "The greatest good the manager can do for an apprentice is to subscribe for The Inland Printer and give it to him."

This is expert knowledge, for Leo is an earnest apprentice and knows what all apprentices need and many of them desire. He mentions The Inland Printer because it is the only technical journal that systematically and directly talks to and for the apprentices.

Now, Mr. Employer, if you are going to give a Christmas gift to your apprentices, remember that The Inland Printer is positively the best gift you can bestow. It will prove a daily good to the recipient, as well as a frequent reminder of the donor's interest in him.

The idea of making The Inland Printer a Christmas gift need not stop with apprentices. With pleasurable results, it could be extended to journeymen or department heads.

Send the names of those you want to remember in this way and we will, at the right time, notify them of what you have done by sending an appropriate Christmas card.

The Inland Printer for one year means more than 2,000 pages of ideaful information for graphic artsmen, and costs only $3—less than a cent a day.

THE INLAND PRINTER CO.

632 SOUTH SHERMAN STREET, CHICAGO, ILL.

The Miller Saw-Trimmer

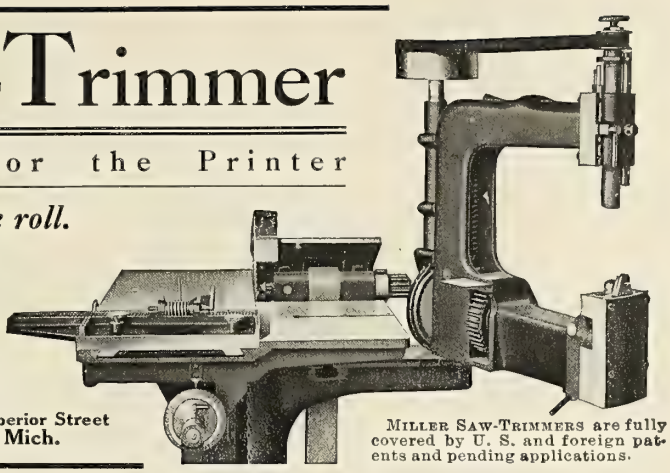
A Standardizing Machine for the Printer

Enters your composing-room with a bank roll.
Pays off every time you start the motor.
Always ready when you want it.

Write for new illustrated price-list.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co., 815 East Superior Street Alma, Mich.



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

TELL YOUR TROUBLES TO DROUET

Send samples of your difficult forms to Henry Drouet, Sales Agent, No. 217 Marbridge Building, Broadway and 34th Street, New York, and let us show you how easily and economically they can be produced.

NO EXPENSE EXCEPT THE STAMP

The New Era Press is the fastest bed and platen press in the world, prints in any number of colors, both sides. Also cuts, folds, perforates at one operation.

Its guarantee — Built by The Regina Company.

WOOD TYPE

(Wood Type Series 65 — 6 line)

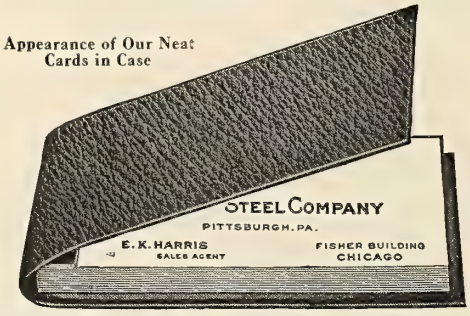
We manufacture wood type of absolute perfection in point of uniformity, height and line. No underlaying necessary when you use our make. Our Wood Type is cut on solid grained end wood, specially imported for the purpose, and is made doubly durable by putting it through a special oil process to preserve against possible dampness. Wood Type is lighter in weight and cheaper in price than metal type. Our new catalogue showing modern type faces now ready. You should look it over and investigate the merits of our proposition.

EASTERN BRASS & WOOD TYPE COMPANY

Office and Factory: 71 Kennett Avenue **WOODHAVEN, NEW YORK CITY**

The Customer's Viewpoint

It means everything to you whether your customer views your place as one where he can get the best the world affords,



or as a place merely where printing may be bought. Your active pushing of the sale of

Peerless Patent Book Form Cards

not only gives your customer the right viewpoint, but it pays an average monthly profit, according to our records, of about $75 per month. If you are in business to make the most in a legitimate way, then you can not afford to ignore such an opportunity for increased profits. Our aggressive and widespread advertising, backed by the tremendous merit of the article, has created a most active demand for these cards everywhere. Send for sample cards, and detach them one by one as they are regularly used, and note their unique perfection. You ought not only sell them; you ought to use them in your business.

WRITE TO-DAY

The John B. Wiggins Company
Established 1858
Engravers, Plate Printers, Die Embossers
52-54 East Adams Street Chicago

Read This, Brother

Before You Turn the Page

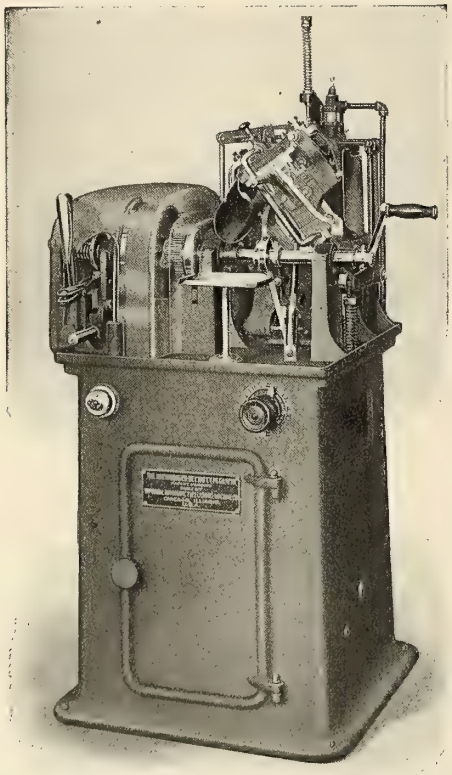
DURING the past year we sold 721 motors to printers throughout the country. What do you suppose is the reason for this universal demand?

Answer:—(1) The quality of our products. (2) Our knowledge of printing-press requirements. (3) The high reputation which Triumph motors enjoy.

One printer tells another about the nice results he is getting, and soon we have another satisfied customer. If in need of equipment, write us for Bulletin 381 P.

The Triumph Electric Co.
Cincinnati, Ohio

The Universal Type Maker



is an ideal adjunct to the modern shop that counts the cost.

It produces a continuous supply of perfect display type either as a by-product or at a very low actual cost.

Address for Details

Universal Type-Making Machine Co.
321-323 North Sheldon Street, Chicago

Over 5,000 of America's Best Printers and Publishers Using Our Metallic Inks Exclusively.

Gold and Silver Inks

That Work and Print Right

Gold in various shades — copper, aluminum (silver) and colored bronze inks. Print on coated stock, such as enamel book, coated litho or plate, and glaze or flint papers, coated or enamel card stocks, imported bag papers (transparent parchmyn paper), etc.

Our inks work on job, cylinder or rotary presses and "do not pack." Print fine rule and type as well as "solids."

Retain the luster and brilliancy of bronze. In many instances superior to bronze work, giving clean, bright results, working over other inks, or can be used as a "base," giving perfect results to other colors.

BETTER THAN BRONZE

Our new process gold and aluminum inks give remarkable results on all rough covers, bonds and linens, wood and cloth stocks, and deliver a clean job at less cost — and, best of all, quickly.

We wish it understood by the printing fraternity that we are the original inventors and sole manufacturers of these inks, this process and accessories.

There are many very inferior imitations of our inks being advertised and "peddled" by would-be gold-ink concerns that have passed into the decade since our goods and improved methods have come on the market. Some even copy our advertising matter. However, we trust the intelligent printer and pressman will investigate and avoid getting "stung." A comparison of the results with our inks against any and all others is all we ask.

Our inks are fully guaranteed to do all we claim.

Write for Specimens and Literature Giving full Details and Prices

The Sleight Metallic Ink Company

Inventors and Sole Manufacturers

Chicago Office
538 So. Dearborn St.

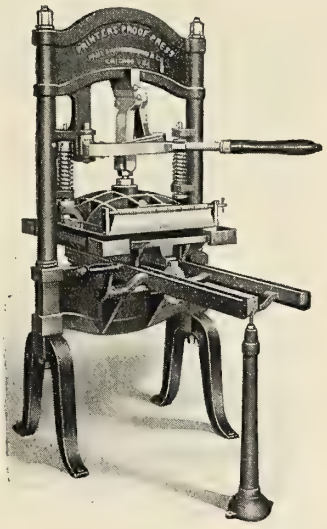
New York City
154 Nassau St., Tribune Bldg.

Factory Office, 5907 Market St., Philadelphia, Pa.

UNSURPASSED PROOFS

of

TYPE FORMS



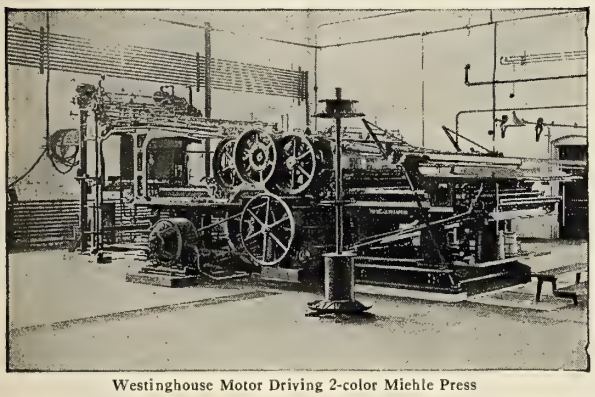
in the least possible time and at small expense is the VERDICT of the Users of Shniedewend's Printers' Proof Press.

Full Information will be sent upon request to

PAUL SHNIEDEWEND & CO.

627 W. Jackson Boulevard, Chicago, U. S. A.

Also New York Machinery Co., 101 Beekman Street, New York City.



Westinghouse Motor Driving 2-color Miehle Press

Get rid of your shafting and belts by using

Westinghouse Motors

direct connected to your presses and other printing machines. The application of electric motors direct to machines puts an end to all transmission troubles and losses, and does away with all the dirt and grease attending mechanical drive.

Westinghouse Electric & Mfg. Co.

East Pittsburg, Pennsylvania

READ WHAT

Ward & Shaw, Cleveland, Ohio

Have to Say About

The American Folder

September 1, 1911

The American Folding Machine Co.,
Cleveland, O.

Gentlemen — You have asked us to give you our candid opinion in regard to the American Folding Machine which you placed in our factory last February on a thirty-day trial, and for which we paid you March 16th. Before we allowed you to install this machine we were prejudiced as regards to what it would do; you claim so much for it.

After operating it for two weeks, we were so well pleased with it that we decided to keep it, but did not tell you so. We now take pleasure in stating that for the price we think it is the *best money-making machine* we have in our plant. In addition to being a good investment it is a great relief to be able to do away with hand-folding.

You should have no trouble whatever in placing this machine in every *well-managed* printing plant in America.

Yours very truly,

(Signed) T. C. Ward WARD & SHAW

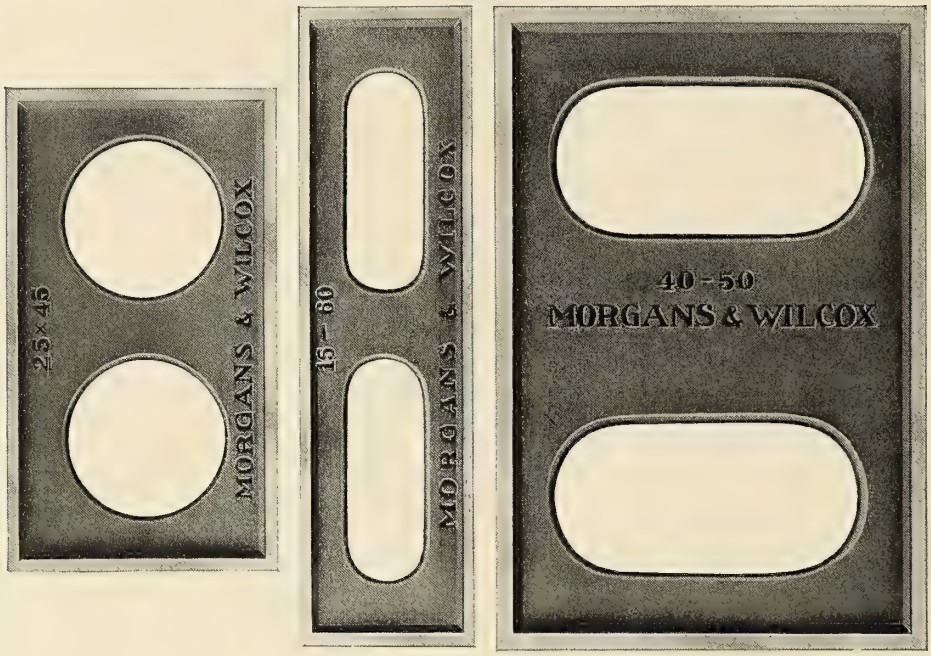
The American Folding Machine Company, Cleveland, Ohio

Toronto Type Foundry Co., Toronto, Ont., Canadian Agents

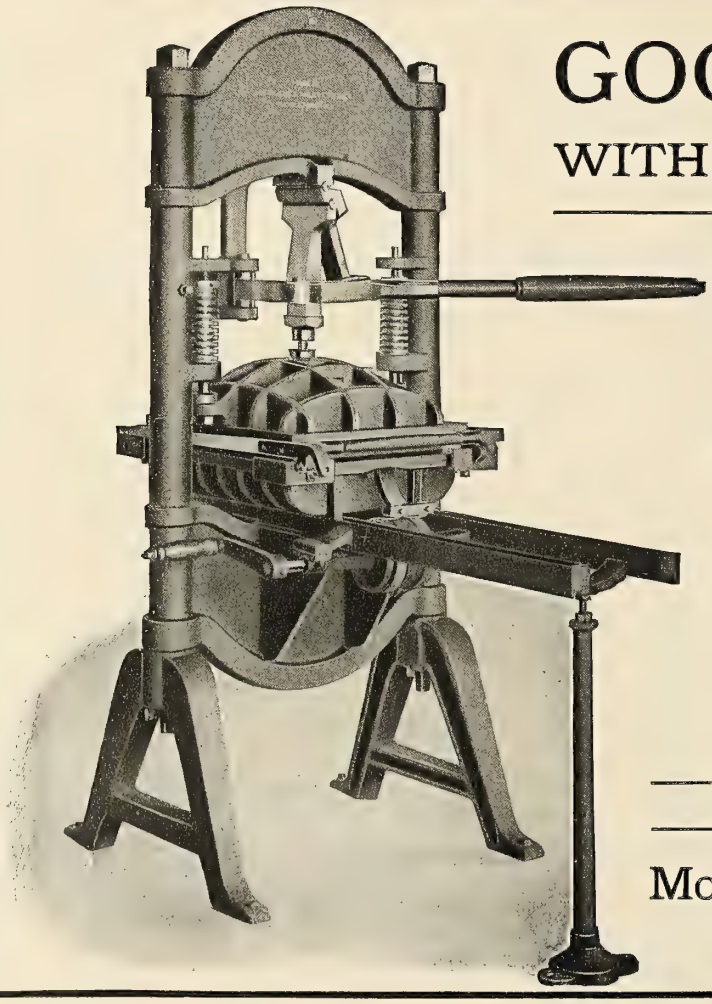
Booklet and other descriptive matter sent on application

MORGANS & WILCOX MFG. CO.'S

ENLARGED IRON FURNITURE



Cut with the same accuracy as our labor-saving iron furniture. Made in widths from 15 to 60 ems and in lengths from 15 to 120 ems. Lightness, Strength, Accuracy, Durability combined in our Iron Furniture. Worth while to test it. Big lot in use. Saves trouble and time.



GOOD PROOFS

WITH OUR HAND PRESSES

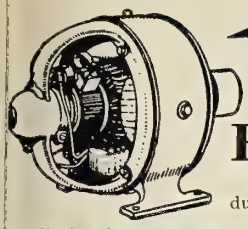
Heavy and Extra Heavy for Printers and Photo-Engravers

WE ALSO MAKE

Paper Cutters
Iron Imposing Surfaces
Patent Steel Furniture
Iron Bases
Patent Cylinder Press Locks
And Other Goods

Send for Circulars and Prices

Morgans & Wilcox Mfg. Co.
Middletown, New York



Watson Motors
For Printing Economy

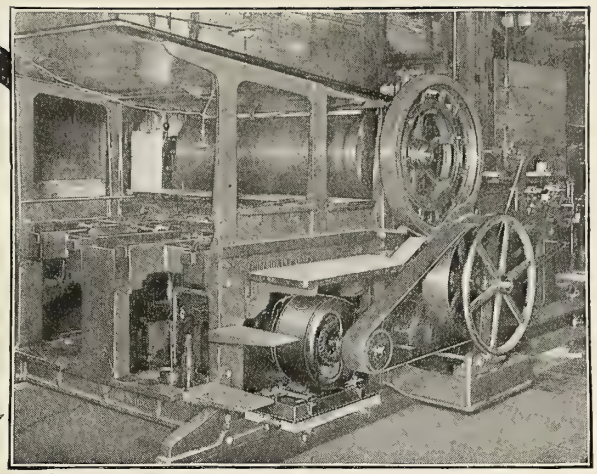
Don't "lose out" on good printing contracts because production-cost makes your figures too high.

You can reduce that cost by the installation of better power equipment. Watson direct-connected motors hold a distinct advantage over the old shafting and belt method.

You don't have to stand the expense of lost power or space. There's a Watson suited to every type of printing and binding machinery. We'll tell you why you need a Watson. Watsons are built in ¼ to 45 h.-p. sizes for direct and alternating current service.

Write for our catalog and send us your requirements

MECHANICAL APPLIANCE COMPANY
Department B **Milwaukee, Wis.**



Watson Motor Running Press in Plant of Cramer-Krasselt Co.

You Can
Paralyze Competition
with our extensive line of
Carnation Bond

Case lots 5¼c. lb.

all standard sizes and weights carried. White and a wide range of colors.

Let us mail to you liberal samples.

Parker, Thomas & Tucker Paper Co.
514-522 Sherman Street, Chicago

Eagle Printing Ink Co.
24 Cliff Street, New York



Why are Eagle inks first considered when inks are wanted for wet printing? It's the "know how" and quality. Allow us to refer you to some of the BIG ONES using our inks. It will surprise you.

Western Branch: **705 S. Dearborn Street, Chicago.**
Factory: **Jersey City, N. J.**

C & P *Of Interest to Every Printer* C & P

THE CHANDLER & PRICE NEW SERIES PRESS

meets the demand among printers for greater efficiency. In addition to the popular features found on all C. & P. presses, attention is called to the

MODERN DESIGN and construction of the New Series Press. Perfect distribution of metal and parts will appeal to discerning printers.

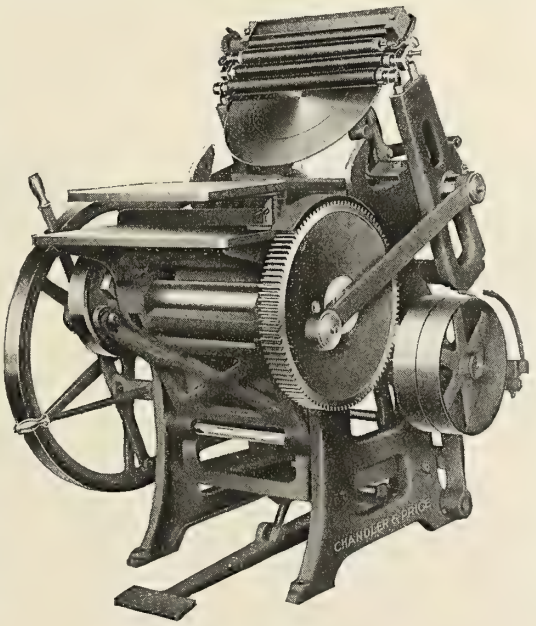
CONVENIENCE—Greater convenience and ease of operation are attained by building the press lower. The fly-wheel is smaller and less in the way.

MORE RIGID—Every opportunity for improvement has been taken advantage of, even to milling the bottom of the feet to lessen vibration. Heavier cam-wheels make a more rigid impression.

SAFETY has been considered in the addition of a gear guard, which also will save much spoilage of stock.

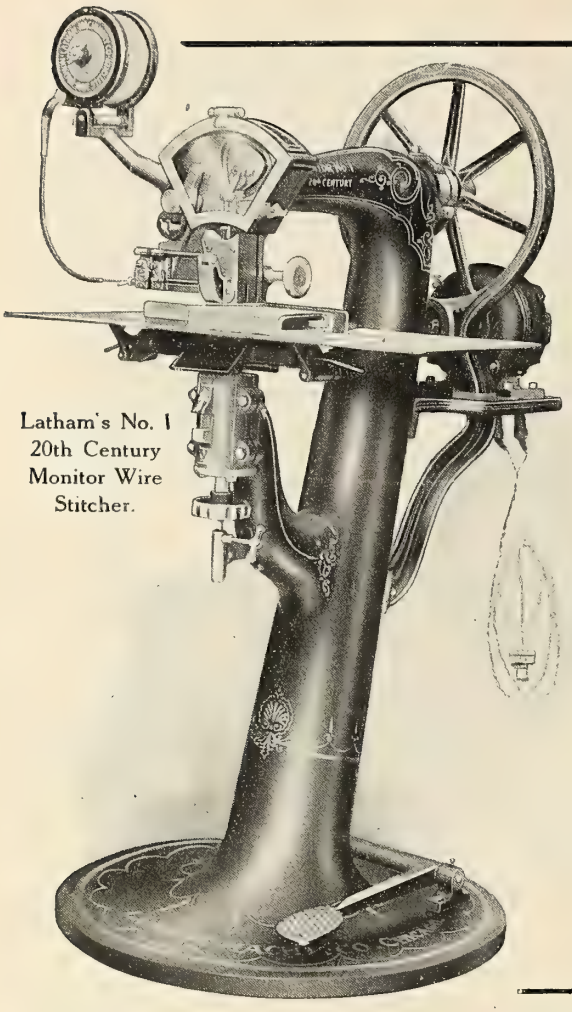
These are a few advantages. Details will be cheerfully furnished.

SEND TO-DAY FOR FULL PARTICULARS



"Chandler & Price Style"

Manufactured By *The Chandler & Price Co., Cleveland, Ohio* *Sold By Dealers*



Latham's No. 1 20th Century Monitor Wire Stitcher.

Monitor Success

The No. 1 Monitor Wire Stitcher is the only stitcher that will successfully stitch from two sheets to 7/8 inch, and use No. 30 wire.

We will put this machine on trial against any stitcher in the world.

Are you willing to give it a trial?

More Monitors in use than all other makes combined.

FEATURES:

Uses wire No. 25 to No. 30 round and No. 20 x 25 flat.

Can be used for flat or saddle stitch.

No change of parts for different thicknesses of work.

We furnish complete bindery outfits. *Write us for estimates.*

Manufactured by

Latham Machinery Company

306 South Canal Street, Chicago

New York, 8 Reade Street Boston, 130 Pearl Street

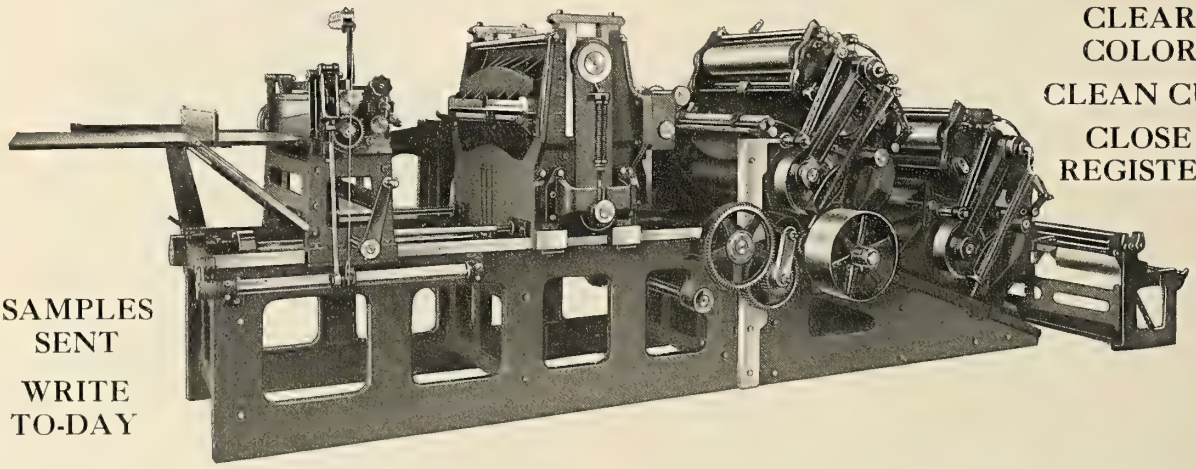
CART TONS OF CARTONS

FROM THIS PRESS IN A MONTH'S RUN—IN ONE, TWO, THREE OR FOUR COLORS. PRINTS, CUTS AND CREASES FROM THE ROLL—ONE OPERATION

CLEAR COLOR

CLEAN CUT

CLOSE REGISTER



SAMPLES SENT

WRITE TO-DAY

KIDDER PRESS CO. Main Office and Works: DOVER, N. H.

New York Office: 261 Broadway GIBBS-BROWER CO., *Agents*

Canada: The J. L. Morrison Co., Toronto Great Britain: John Haddon & Co., London South America: J. Wassermann & Co., Buenos Aires

CHAS. ENEU JOHNSON & Co



PRINTING INKS

PHILADELPHIA
SAN FRANCISCO

NEW YORK
ST. LOUIS

CHICAGO
CLEVELAND

BALTIMORE
BOSTON

A PRINTING JOB IS AS GOOD AS THE INK
THAT PRODUCED IT.

MORAL: FOR GOOD PRINTING
GET GOOD INK.



For better printing get better ink.
For the best printing get

ENEU BLACK

WITH WHICH THIS INSERT WAS PRINTED

CHAS. ENEU JOHNSON & CO.

Philadelphia	Cleveland	St. Louis	New York
San Francisco	Baltimore	Chicago	Boston

Established 1899. Incorporated 1903.

DIRECTORS.
E.W. THOMAS, PRESIDENT
M.O. THOMAS, SEC'Y & TREAS.
S.B. CARR, Pres. National Bank of Commerce
J.M. ORMOND, Attorney.
J.R. BERTSCH, Supt.

THE BANKERS PUBLISHING COMPANY

CAPITAL STOCK $25 000.00.

TOLEDO, OHIO.

PUBLISHERS OF ILLUSTRATED ADVERTISING LITERATURE FOR FINANCIAL INSTITUTIONS

The Autopress Company,

New York City.

September 29th, 1911.

Gentlemen:

I have your favor commenting on the fact that we have never sent you a testimonial for the Autopress.

Now, why should I? So far in my life I have done my best to establish a reputation for veracity and here you come along and want me to ruin that reputation in a single letter. Don't you know that the man who has an Autopress needs no letter of recommendation, and what is vitally important to me, if I should ever cut loose and write what I honestly think about the press, I should immediately be classed with Baron Munchausen by all printers who have not got Autopresses. Why should I make myself out a monumental liar just to help you sell more presses?

Once I had a dream that I was in a sort of printers' heaven. All one had to do when an order came in was to put the copy in the top of a hopper, push a button, pull out a drawer at the bottom and take out the job all done. I woke up and found it was only a dream. However, the Autopress always reminds me of that dream.

Maybe the above sounds as I were trying to be humorous. I'm not, in fact never more serious in my life.

We are just finishing a four million run of circulars, sheet 10 1/2 by 12 1/2, half tones and type with delicate half tone screen border effect. Changes in the form every few thousand, making it an impracticable job to run with duplicate forms on a large sheet on big cylinders. For some time we have been running the press 22 hours per day in order to finish this run on time. During all this long run we have spent no money for repairs on the press. The quality of the work has been much superior to that obtained a year ago on the same job handled on a large cylinder, when we handled the work in a different manner as we then had no Autopress.

The Autopress is unique in design, conscientiously constructed from good materials, simple in operation, considering what it will do, and we are constantly incited to fresh admiration for the careful attention given to the designing and making of even the smallest details.

Any printer who has or who can get a sufficient volume of work of the size and character to which this press is adapted and who will give it intelligent handling can make no mistake in buying it.

As I wrote to one printer who asked my opinion, the question is not, will the Autopress do what the makers claim, but have you got the work to keep it going? The only unprofitable Autopress is the one that is standing still or the one that is is kept in operation by ruinous cutting of prices.

With kind regards, I am, Very truly yours,

E. W. T.

E. W. Thomas

Pres. The Bankers Publishing Co.

MR. THOMAS, whose letter appears above, is not only the head of one of the foremost printing houses in this country but is also an inventor of high achievement along printing press lines whose ability is recognized throughout the trade.

5000 Per Hour
from
Type or Flat Plates

Sold on Easy Terms

You ought to know about the Autopress and its remarkable capacity. Send today for particulars.

Hundreds of Autopresses

in use now in

The United States and Abroad

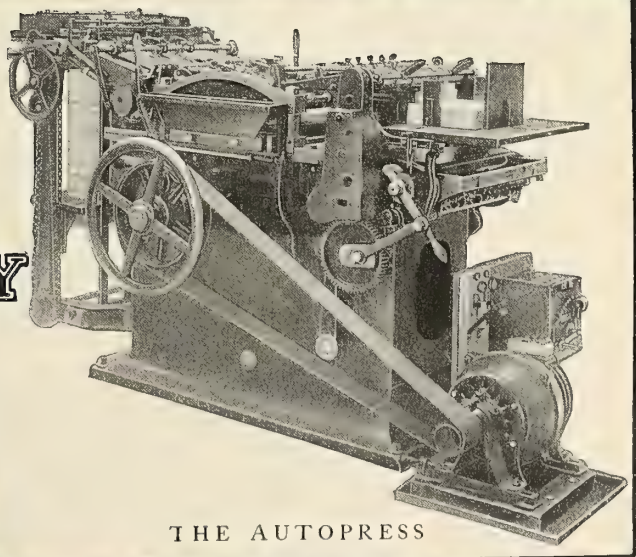
furnish incontestible proof of the utility and money-making powers of this machine.

The accompanying letter is only one of hundreds of similar expressions from representative printers who have bought and paid for their Autopresses. Read it. It shows you the way to extraordinary economy in job work production of every class and character, from the lowest grades to the finest color work.

Progressive printers everywhere are installing Autopresses now. Speed, quality, economy, increased business, lowered costs and enlarged profits follow.

You

WILL put in an Autopress. Better put one in now. It will make more money for you than any machine you've got or can get.

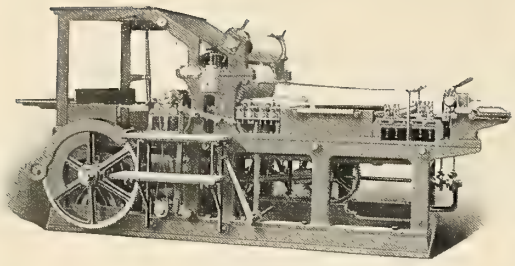


THE AUTOPRESS

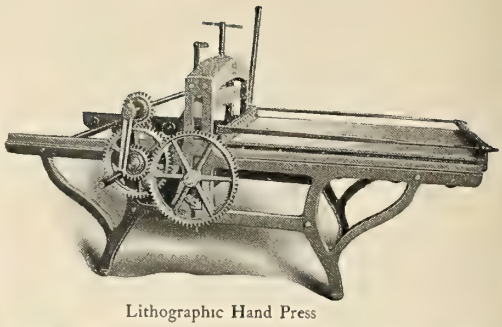
THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.



Metal Decorating Press

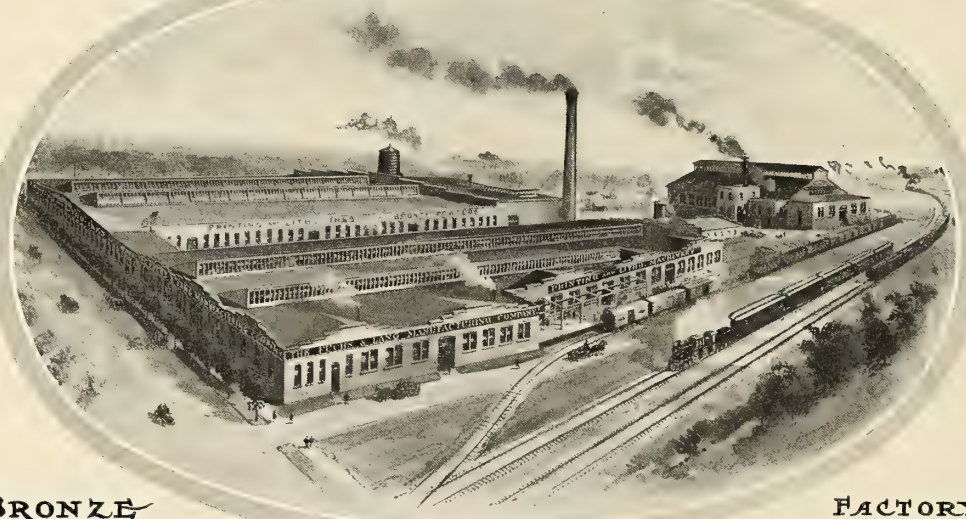


Lithographic Hand Press

LITHOGRAPHIC SUPPLIES AND INKS

OFFSET SUPPLIES

PRINTING INKS



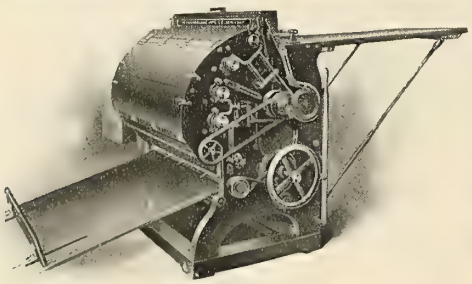
BRONZE POWDER

FACTORY RUTHERFORD N. J.

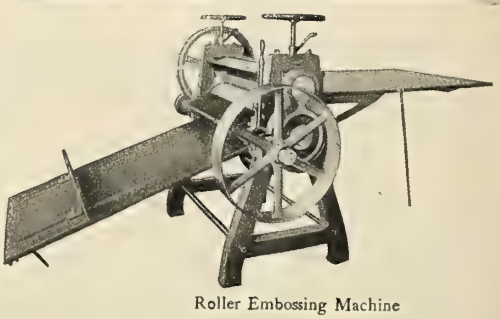
MACHINERY FOR LITHOGRAPHERS AND PRINTERS

The FUCHS & LANG M'F'G Co.

150 N. FOURTH ST. PHILADELPHIA / 29 WARREN ST. NEW YORK / 328 DEARBORN ST. CHICAGO



Century Bronzing Machine



Roller Embossing Machine

A Typecaster Worth $10,000.00

Read this extract from the "Printing Trade News."

Peterson & Kimball Co., Chicago, has increased its capital stock from $10,000 to $40,000. The company has tripled its capacity in a year. Promptness in filling orders and a general effort to keep up a high standard of service are the causes which brought success. Mr. Kimball has high praise for a Thompson Typecaster which they use, saying he would not take $10,000 for it if he could not get another. It has given them twenty tons of brand-new type from old metal and enabled them to keep an immense amount of standing matter, while full cases prevent picking and useless distribution. It also does away with broken and bad letters, turning out fine printing and decreasing composing-room costs.

—*Printing Trade News.*

¶You can *rent* a *Thompson Typecaster,* and all rentals paid will apply on the purchase price if bought within three months.

¶Try it out in your own plant and you will never need to buy type again.

¶We furnish all sizes and faces of matrices at $2 per font. Linotype matrices used interchangeably.

¶Endorsed and sold by Mergenthaler Linotype Company and by the manufacturers.

Thompson Type Machine Company

624-632 Sherman Street, Chicago.

Set in type made by the Thompson Typecaster. Border from Linotype Matrices.

Clearface Heavy

72 Point — 3 A $7 75 4 a $5 35 $13 10

MEND Report

60 Point — 3 A $6 35 4 a $4 50 $10 85

Stronger CHIME

48 Point — 3 A $4 15 5 a $3 35 $7 50

BRIGHT Enterprises

42 Point — 3 A $3 25 6 a $3 20 $6 45

Determined MECHANIC

36 Point — 4 A $2 65 7 a $2 55 $5 20

MODERNIZED Construction

30 Point — 5 A $2 20 8 a $2 05 $4 25

ACQUIRED MINES
Secured Equipment

24 Point — 6 a $1 70 11 a $1 80 $3 50

REBOUND MAGAZINE
Contains Unusual Story

18 Point — 8 A $1 50 16 a $1 75 $3 25

PROMINENT WORK NOTED
Paper Mentioned Typography

14 Point — 12 A $1 35 24 a $1 65 $3 00

SCIENTIFIC PRINTERS REQUIRED
Employer Bought Economic Material

12 Point — 16 A $1 35 29 a $1 40 $2 75

REAL ART HIGHLY PLEASED
Strictly Plain Typography Used
Economical Reasons Prominent
Financial $1234567890 Result

10 Point — 16 A $1 15 32 a $1 35 $2 50

ORIGINAL METHOD EXPLAINED
Proportions Determined with Care
Law Regarding Harmony Reviewed
Handsome Margin Secured Reward

8 Point — 19 A $1 05 38 a $1 20 $2 25

MINERALS FOUND IN GREAT MOUNTAIN
Young Typographers Studying Type Science
Advertising Requirements Plainly Answered
One Design Received Higher Commendation

6 Point — 24 A $0 95 47 a $1 05 $2 00

THIRTY MEXICANS DISTRIBUTED PROVISIONS
Healthy and Muscular Printer Sailed Before the Time
Unfriendly Roustabout Discrediting Rube Compositor
Some Magnificent $1234567890 Printing Arranged

American Type Founders Company

ORIGINATOR OF THE CLEARFACE FAMILY

Our Plan *of* Installation



Is Worth Looking Into

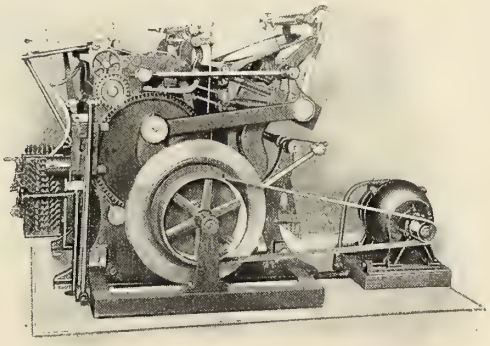
We have two methods of helping you get started. You need have no care, for once this machine is set in operation you can then judge its power to pay for itself.

Made for production of high-class commercial and social stationery, plate work, built to fill the requirements of the present-day demands of the engraver and printer.

Write now and be the first in your city to install this money-maker.

Engravers' and Printers' Machinery Co., Inc.
108 Fulton Street, New York City, N. Y.

SPRAGUE ELECTRIC
ALTERNATING AND DIRECT CURRENT
MOTORS
THE MOTORS THAT PRINTERS USE



Round Type Motor Belted to Wood and Nathan's High Speed Automatic Job Press

We will make recommendations leading to an increased output at decreased power cost. Equipment specifications furnished free of obligation on your part.

Ask for Descriptive Bulletin No. 2194

SPRAGUE ELECTRIC WORKS
OF GENERAL ELECTRIC COMPANY
MAIN OFFICES:
527-531 West 34th Street, New York, N. Y.
BRANCH OFFICES IN PRINCIPAL CITIES

Denny, Hilborn & Rosenbach
Steel Die Gloss and Dull Finish Stamping Inks

Not to use D. H. & R. Stamping Inks is like trying to do business without the telephone or increase it without advertising.

Make a comparison of D. H. R. Stamping Ink by running your presses with them for a month and see the saving on your ink bills, also the better and larger output from your presses.

D. H. R. Super Gloss Embossing Varnish makes your inks dry hard with a high gloss, prevents offsetting and sly wiping.

Denny, Hilborn & Rosenbach
PHILADELPHIA

Velvo-Enamel

A Quality That Leaves Nothing to Be Desired

Velvo-Enamel Offers the Publisher and printer absolute relief and immunity from all coated paper troubles. The soft, velvety surface, the evenness of coating on both sides of the sheets, the good color, and the firmness of the coating (which prevents "picking"), and the excellent wearing qualities, proclaim it to be a paper away out of the ordinary.

Our color catalogue, showing various tests and printing effects in black and in colors, shows how an enameled paper should work under all conditions.

We carry the largest stock of Enamel Book, S. & S. C., and Machine Finish Book Paper in Chicago, ready for quick delivery, in case lots or more, in standard sizes and weights.

West Virginia Pulp & Paper Co.

(Incorporated)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

—And for the Popular Demand

A paper meeting the varied needs of the printer — an *intermediate grade* possessing all of the essential qualities of a high-priced paper, such as high-grade uniform printing surface, good strength and folding qualities, yet at a price interesting to both printer and consumer.

This paper is especially adapted for fine catalogues, colorwork — in fact any high-class work requiring the printer to deliver the job complete and in a most satisfactory manner at a popular price to satisfy the consumer.

This decidedly successful and popular

Marquette Enamel

is carried in large quantities in our Chicago warehouse ready for quick delivery in standard sizes and weights, in case lots or more.

The results to be had from the use of this intermediate grade of **Marquette Enamel** are surprising, and the printer or user of "a full value" book paper should secure a liberal sample and make the test.

West Virginia Pulp & Paper Co.

(Incorporated)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

"No Printing Office Could Afford to Be Without Them at Twice the Price"

says R. M. London, proprietor of the *London Printery,* Rock Hill, N. C., in speaking of the

KIMBLE

Single-phase A. C.
Variable Speed
Printing Press

MOTORS

"I have one of your ¼ h.-p. motors running a 7 x 11 Pearl press, and it has proved very satisfactory during the two or more years I have used it," writes Geo. C. Hicks, of Berlin, Wis.

"It is the only motor for the printer!" exclaims Geo. A. Reppert, of Monessen, Pa.

Why these bouquets?
and dozens more like them?

BECAUSE KIMBLE VARIABLE SPEED, Printing Press Motors make the press

"Go Fast or Slow
With a Touch of the Toe"

and when speed is reduced, operating cost is reduced by *just that much.* This is true of no other motor in the world!

The reason is that slowing down on a Kimble Motor is not a matter of "putting on brakes," but of *cutting off current.* In other words, every watt of current is put to useful work and none is wasted in starting coils, resistance coils, compensating coils or other juice eaters.

A motor for every machine in your shop:

Variable speed, single-phase, A. C., friction drive, ¼ h.-p. to ½ h.-p. for jobbers.
Same type, belt drive, ¾ h.-p. to 3 h.-p. for extra large jobbers or ponies.
Variable or constant speed, polyphase, A. C., up to 7½ h.-p. for cylinder presses, cutters, folders, linotypes, stitchers, etc.

All Made Specially for the Printer and All GUARANTEED FOR TWO YEARS

"Kimble-ize Your Shop & Paralyze Your Power Bill"

Send for estimate, naming makes and sizes of machines.

Kimble Electric Company
1125 Washington Boulevard Chicago

NOW
Is
Your Opportunity
to Learn Estimating by Mail

WHY REMAIN in the mechanical end of the printing business when you can educate yourself in the profit end of the business?

AS A SUPERINTENDENT OR FOREMAN, you have reached the limit of both salary and position.

AS AN ESTIMATOR, you are more valuable to your employer and can command a higher salary.

THOUSANDS of printing concerns all over the country are on the lookout for competent estimators, and—

ORGANIZATIONS are trying hard to find competent men to supply the demand.

ANY PRINTING HOUSE employee with average intelligence can master the art of estimating as taught in our Simplified Method by Mail.

Full course of 12 lessons in 6 months for $25.00—$10.00 down—$5.00 per month for 3 months.

VALUABLE KEY SHEETS with each lesson and general information on Costs.

Students are taught to estimate correctly on:

Composition	Stock
Make-up	Press Running
Lock-up	Ink
Electrotyping	Binding
Engraving	Packing
Make-ready	Delivery

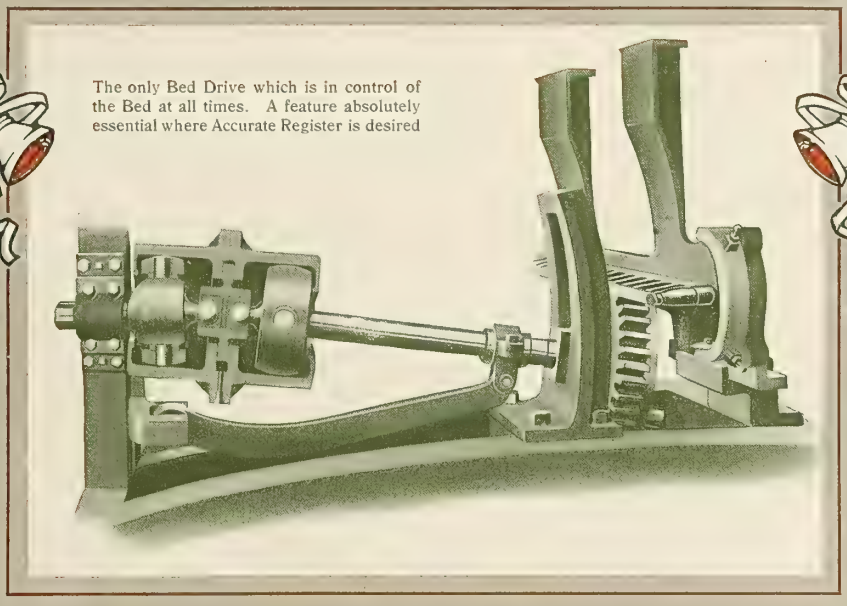
STUDY ESTIMATING BY MAIL! It is the most satisfactory method, for a student need not neglect his regular work.

Send for Enrollment Blank

THE MASTER PRINTER PUBLISHING COMPANY
1001 Chestnut Street
PHILADELPHIA, PA.

It's No Experiment

THE ONLY REASON it is possible to sell some two-revolution presses under a guarantee as to register is because "perfect" register on one man's work would not be approximate register on some other work. There is machinery sold for printing purposes under a guarantee as to register and these machines do not even have grippers with which to hold the sheet. Such a press will feed the sheet to the cylinder by means of a roller and hold it in place and deliver it by means of tapes. And printers and publishers will tell you that the press registers "perfectly." Between this kind of register and Cottrell register there are some hundreds of degrees of perfection—all depending on the point of view. The Cottrell Two-Revolution Press has a reputation among discriminating printers for providing accurate register for a period from three to five times as long as any other make of press. The reason is not hard to find because the Cottrell uses a bed movement which has been tested out by time on all classes of work and is to-day being used on the most particular work in the publishing or printing fields. The experimental



The only Bed Drive which is in control of the Bed at all times. A feature absolutely essential where Accurate Register is desired

stage of the Cottrell bed movement was passed forty years ago and the only changes that have been made since that time are those that were necessary by the increase in size and weight of printing surfaces. Other things being equal the bed drive of a two-revolution press is largely responsible for its satisfactory register for a reasonable time. It is the easiest thing in the world to design a bed-movement, the difficulty comes, however, in obtaining one that will provide accurate register for from twenty-five to thirty years. One would think the way some builders are "improving" their movements annually that the printer and publisher were buying presses on the same basis they buy their motor cars. When you buy cylinder presses look into this question of bed movements. If a new movement can show you the same records for accuracy and service as the Cottrell it will be a safe investment. If you will investigate the Cottrell with a determination to find out the whole truth of the matter, your next press will be a Cottrell. Why not start your investigation now by sending for a booklet telling just what the Cottrell Two-Revolution Press is and who are using the presses.

General Selling Agents

Keystone Type Foundry

Philadelphia. New York. Chicago. Detroit
Atlanta. San Francisco

Makers of Steel Composing Room Equipment

Manufacturers

C. B. Cottrell & Sons Co.

Works: Westerly, R. I.

Offices: 25 Madison Square N., New York
279 Dearborn Street, Chicago

Set in Keystone's Washington Text and Dickens with 20th Century Initial Series 1 and 24 Point Holly Border No. 6. Printed on a No. 5 Cottrell

The Washington Text Series

PATENTED IN THE UNITED STATES AND REGISTERED IN ENGLAND

6 Point Font $2 00 — 18 A $1 05 — 50 a $0 95

George Washington was born on the eleventh of February, old style, or the twenty-second of February, new style, 1732. The last named date is the one universally observed as his birthday. He had afterward brothers and sisters named Betty, Samuel, John Augustine, Charles and Mildred

ABCDEFGHIJKLMNOPQRSTUVWXYZ

8 Point Font $2 25 — 16 A $1 15 — 48 a $1 10

While young George was living with his older brother, he was one day in Alexandria, and a dealer in blooded horses gave him a fiery horse that he was able to ride to Mount Vernon

abcdefghijklmnopqrstuvwxyz

10 Point Font $2 50 — 14 A $1 30 — 38 a $1 20

The boy Washington seemed to take delight in playing the game of soldiers with 1234567890

12 Point Font $2 75 — 12 A $1 45 — 32 a $1 30

Washington displayed ability at an early age, drawing the attention of his elders

14 Point Font $3 00 — 10 A $1 55 — 28 a $1 45

While he was a youth Washington surveyed the land of Lord Fairfax

18 Point Font $3 25 — 7 A $1 60 — 21 a $1 65

Commanded the American Troops at Yorktown 12345

24 Point Font $3 50 — 5 A $1 95 — 12 a $1 55

Games of the Yuletide

30 Point Font $4 25 — 4 A $2 30 — 10 a $1 95

Christmas Stories

48 Point Font $7 50 — 3 A $4 50 — 6 a $3 00

Save Coin

36 Point Font $5 00 — 3 A $2 60 — 9 a $2 40

Made Arrest

60 Point Font $10 00 — 3 A $6 85 — 4 a $3 15

Medium

72 Point Font $12 00 — 3 A $8 80 — 3 a $3 20

Soldier

84 Point Font $14 40 — 3 A $10 55 — 3 a $3 85

Builds Hotel

96 Point Font $16 40 — 3 A $11 90 — 3 a $4 50

Cask Sinks

Made only by the Keystone Type Foundry

Philadelphia New York Chicago Detroit Atlanta San Francisco

12 Point Holly Border No. 2



"Prove It Yourself"
On Buckeye Cover

Does Advertising in The Inland Printer Pay You?

This advertisement will, if you take advantage of the opportunity it offers you, to learn exactly how and why you can *give your customers better work, and at the same time make more money,* by using

BUCKEYE COVERS

For Books, Catalogues and Advertising Literature

Write to-day, on your business letter-head, and our box of "Buckeye Proofs"—which are reproductions of actual catalogue and booklet covers as used by many prominent advertisers—will go forward by prepaid express at once.

These proofs, while expensive, are sent you free of cost or obligation, because we know if you once see them you will become a steady user and booster of BUCKEYE COVERS.

These famous covers are now made in *Sixteen Colors, Four Finishes* and *Four Weights,* comprising a line remarkable for *variety* as well as for *value,* and enabling you in every case to select a sheet having exactly the shade, weight and finish best suited to the requirements of the work.

The "Proofs" Will Prove It

Write for them *now;* make *your next job* "economically effective" and profitable by using Buckeye Covers. Complete Sample-books will be sent on request—No. 1 for Single Thick weights; No. 2 for the new Double Thick and Ripple Finish

ADDRESS DEPARTMENT B

The Beckett Paper Co.

MAKERS OF GOOD PAPER
in HAMILTON, OHIO, since 1848

Agencies in All Principal Cities



List of Agents in Last Month's Inland Printer

Christmas

When strife shall cease,
when sin shall be
no more;
When men shall meet
as kin from every
shore;
When evil passion
in each heart
is stilled;
Then shall the Christ-
mas message
be fulfilled.

A·H·McQuilkin



Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

Copyright, 1911, by The Inland Printer Company.

The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Trades

Terms: $3.00 a year, in advance. Foreign, $3.85 a year.
Canada, $3.60 a year.

Vol. 48 December, 1911 No. 3

The Troubles of a Printer

By J. Horace McFarland

MANY will say, "Why discuss troubles?" Others will say that if that feature of the printer's life is to be discussed I might as well call my subject "A Life Story," for to some the printer's life is all trouble.

But I want to bring out just one or two of the troubles that beset a master printer.

When I write these lines I am facing the need for another man in my business. The business is growing and prosperous. It does not have the trouble of impending insolvency. It does have the trouble of finding itself equal to keeping up the pace of quality and quantity combined, and to allow me — its head — sufficient leisure to occasionally "invite my soul," while at the same time running along in the grooves I have made for it. I fancy, if the truth were told, that every other master printer who has had some success would sympathize with me, for all good businesses reflect individuality in some measure.

This man I need right now ought to be acquainted with the mechanics of printing, not necessarily in the shape of having personal proficiency in all of its branches, but necessarily in the shape of knowing exactly what operations are required to carry through a complete job of printing. He needs also to know about getting costs on printing, and thus to be able intelligently either to make the estimate which is to win the order, or after the order is received to plan the work so as to make the profit we want, and after the order is in process to follow it up so that it shall be done intelligently and in accord with the ideals of the shop as well as the desires of the customer.

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

I need another man. I want him to sit next to me and write letters, for my business is largely a correspondence business. He, too, must know about printing. He must know more about it than the other man, for I shall have him write letters to authors who are men of parts and education. I shall have him deal with publishers, some of whom really know how to publish. I shall want him to "get next" to engravers, and to confer with artists.

This No. 2 man, who is to sit next to me, I would wish to have possess a strong disposition to get on in the world. I am hungry to have him make himself indispensable to me, so that I must pay him a desirable salary. Any insurance company will take a risk on me now, but no one is willing to guarantee me immortality. This fellow who ought to sit next to me is going to have a chance to carry on my business if he is fit for it. So far as chances go in the printing business, I am anxious to give him a good chance, just about five thousand times better than I ever had myself when I was the age he ought to be.

These two men: where am I to get them? That is my greatest trouble to-day. I am not worrying about a method of cutting costs; I am not lying awake nights wondering how I can secure work to do at a satisfactory price; the future of the printing business as tending toward a reasonable profit does not excite me. It is the men to carry it on adequately, successfully, vigorously, better than I and my fellow master printers have ever done it, that I would like to see materialize. I do not know how to get them.

Some one will come up quickly with an answer, and say: "Why not take a compositor, or a pressman, or an engraver? Why not give your solicitor a chance? What's the matter with that bright fellow who produces such fine title pages or sets such good display in advertising?"

Step softly now, Inquirer, for you are on ticklish ground. All these men exist, and I know just where to put my hands on them; but they are not ready. Each of them knows something desirable about his own specialty. Not one of them has ever had a chance to make himself able to do the different things I reasonably want and more or less reasonably must have.

If, now, I happened to be a farmer and I were as anxious to raise a big crop of turnips, or to produce a great deal of alfalfa, or to bring along a great lot of Duroc hogs, I would not be in this particular

trouble. I would find ready to my hand many trained men, who would probably do all the things to accomplish what I have outlined in this paragraph better than their fathers or grandfathers ever could have done. These men would be sharp, clean, intellectual, vigorous in body and mind, and keen for the opportunity. They would be all these things because several dozen colleges and agricultural experiment stations have been preparing them.

If it happened that instead of printing books and magazines and catalogues I had engaged in building bridges or in making steam engines, and I needed the sort of men I have described above, I could get again a plentiful supply of bright fellows, thoroughly trained far beyond the training I could possibly have as the " boss."

Or if I were lost to the present world, and had my eyes focused only on the doings of five hundred, or a thousand, or two thousand, or three thousand years ago; if I cared little for English and much for Sanskrit; if I were but merely interested in present-day America but deeply impressed with the virtues of ancient Abyssinia, and if I needed helpers to inform me on paleontology and many other "ham-and-eggs" sort of ologies, I could get these by the assorted dozen, tied up in nice little bunches of three, from at least six if not sixty educational institutions conducting a supposedly live existence in the United States of America to-day!

But because I am just a printer, engaged in the inconspicuous work of perpetuating and making possible all knowledge on all subjects for all time, I can have no present help in my troubles in respect to needed men for carrying on the business which makes me a comfortable livelihood, and ought to make my successors a more comfortable livelihood.

So my troubles — these particular troubles of to-day for the printer — all now cluster around the lack of education for printers. By this I do not mean that printers are not educated, for the print-shop itself is the greatest university in the world, but its graduates are my fellow master printers, or are gray before they are caught, inasmuch as they have to fight for their knowledge by hard knocks and are not permitted opportunity to get it in the tabloid form at educational institutions, where the training of others may be available.

No; there is no help in present-day educational institutions just right now in this, my present, trouble. I could probably get boiler-

makers; I know I could get a horse-doctor; it would not be in the least difficult to find a man who understood all about ancient literature. But no college can supply me with a man who knows anything about the graphic arts and is fitted to handle them, in this, the tail end of the eleventh year of the twentieth century, after the time when the birth of Christ set loose upon the world all the knowledge which is preserved alone in the manuscripts, written books and printed books represented in the progress of the graphic arts.

Now there is just a gleam of light in this darkness of my troubles. Harvard University has looked upon the printer with kindness. It conducted last year a course in printing which was sufficiently successful to warrant its School for Business Administration increasing the scope of that course for the next year. Its projectors believe that printers will come to want educated men to help them, just as farmers want educated men to help them. The printers themselves — I mean the master printers — have, I am sorry to say, done mighty little to warrant this belief, for it is a sad, sad, sorrowful fact, that not one of the master printers in Boston in large practice showed during the spring of 1911 any knowledge that there was a course in printing going on within ten miles of him.

This course in printing is to teach men, both young and old, who care to use its facilities, of growing importance, what printing really is. It is to tell how letter-design came about, and what good letter-design is. It is to touch present-day practice on the press, and with the type, and with machines of the present. It is to discuss shop management and cost accounting without hysterics. It aims to make those who carry it through better acquainted with printing than any man is, except perhaps Messrs. De Vinne and Updike. In fact, so attractive was the first layout of this course, in which I had the honor of being one of the lecturers, that when I saw it I tried my best to arrange for hanging my business on a hook for three months so I might get some of this knowledge I so greatly need.

This article is not a concealed want ad., and before it reaches the printed page the two places I have mentioned will have been filled. They will have been filled as well as present-day facilities will fill them, but not as well as present-day facilities fill other positions of equal or less importance in other walks of life.

So far as I know, no other institution but Harvard has paid any attention to taking up the history, technic and art of printing in a

broad way. Cornell University turned down the scheme with a dull thud some years ago. The technical schools — a few of them — do teach boys the detail of printing, but this is not what is needed so much at this moment as a West Point for printers, or a dozen West Points for many printers. It is the intention of Harvard, and of other institutions when they get awake, to provide men as well fitted to carry on the construction and to hold aloft the torch of civilization by the graphic arts, as the United States army and navy facilities now provide men fitted to pursue the arts of destruction.

Applying the Principles of Scientific Management to the Printing Business

By Arthur K. Taylor

THE term "Scientific Management," designating that wide-spread movement in the industrial world that had its first exponent in the person of Mr. Frederick W. Taylor, is one that it is impossible even to outline in an article of the length of this, but the interest in the subject has been so great and so much has been printed on the subject both in the technical journals and in the general press that it is reasonable to assume that most readers are informed concerning it, at least in a general way.

That phase of the subject which may be referred to as "intensive manufacturing," having to do with the minute examination of each detail of manufacture, to which is applied the utmost concentration of mind, having for its purpose the studying out of refinements of processes and methods to the end of greater manufacturing efficiency — this subdivision of the system is applicable to any manufacturing business and doubtless is to-day being applied to an increasing number of printing plants to their advantage.

It is probably true that, in so far as its mechanical development is concerned, the printing business stands well in the forefront of all the industries. While improvements are continually being made, and occasionally a device is developed founded on some new principle in the art, since the development of the Linotype, the Monotype and some of the more recent types of automatically fed rotary presses, it hardly seems likely that we will see an improvement that can be made use of generally in our trade that will rank in economic

results with the noteworthy achievements of the founder of Scientific Management in the art of cutting metals, which has to a great extent revolutionized methods in machine-shop practice.

The manufacturers of printers' machinery and the supply houses, by developing ideas, in large part the suggestions of wide-awake workmen, have succeeded in making remarkable improvements in the mechanical equipment of the modern printing plant. In view of this high development of the mechanical side of the business it would appear that the phase of the industry offering the best field for increased financial return is the administrative-method side of the problem, and here are offered many opportunities for the application of thoroughly tested and established principles of Scientific Management.

There can not be two ways of thinking as to the justice and advantage arising from a close scrutiny and accurate record of the work done by individual workmen. One of the great weaknesses of the time-work system has been the reluctance of employers to give to the exceptional workman more than an average rate of wages, even though the employer feels that he is entitled to it, because less efficient men are very prone to demand the same rate, and without the actual records it becomes very difficult to deny the raise without leaving sore spots, in most cases reflected in a further lowering of the disgruntled workman's efficiency. On the other hand, an employer seldom stands on firmer ground than when he relies on a fair and impartial record of production in establishing a wage scale. Such a record Scientific Management practice demands, and it is in great measure due to this that the establishments that have put its principles into effect have been so uniformly free from labor troubles.

To the uninitiated our business seems to be, on account of its interminable detail, most unsuited for adaptation to the principles of Scientific Management, but the seeming difficulties are largely due to a wrong attitude of mind as to the necessary innovations, providing another illustration of that old truth that where there's a will there's a way. When undertaken with a determination to select at first the operations that are susceptible of application to the system, and ignoring for the time those that are not suitable, the results have been generally very satisfactory.

It is problematical that the task and bonus system is easily applicable in a composing-room engaged in doing a general line of

jobwork, but there is no difficulty in applying it to straight composition where there is a considerable amount of it involved, excluding, however, the consideration of authors' corrections. In the cylinder-press room it is difficult to see how the same system can be extended to embrace the operation of make-ready, but it is entirely applicable to the impression production, and the longer the runs the more advantageous should the system prove.

A progressive printer operating a plant with an equipment of Monotypes and probably ten or twelve cylinders made a thorough trial of operating his plant as far as he could according to the principles of Scientific Management. He had sufficient courage to back his test of the system by putting several thousand dollars into it. He considers that he made a good investment. He has come to the conclusion that it is good business for him to go after the kind of work that can best be adapted to a plant operating under the new system, and for such work as it is necessary for him to do that does not come under that head he makes it a point to charge a sufficiently high price to insure its being done at a certain profit.

To illustrate how this printer went about making over his business so that he might better apply to it the principles that he had paid his good hard money to learn, it can be said that his routine of work was of a general character — both book and job — with a fairly large proportion of periodicals. After making a careful study of the situation he became firmly convinced that his plant was engaged in doing too many different kinds of work. An analysis of his trade indicated to him that he would probably do well to specialize on periodical work. After giving much thought to this problem he came to the conclusion that his great advantage would lie in standardizing these publications as much as possible, and as a result he in a great measure succeeded in putting them on a uniform basis as to size of type, measure, size of page, grade and weight of paper and style of binding. The economies of manufacture that resulted from this planning can be appreciated when it is stated that it was thus possible to handle several of these periodicals virtually as one job.

It doubtless will be asserted that it would be well-nigh impossible to persuade many publishers to alter their publications to suit your convenience. However, if the change involved is not too radical, most publishers are keenly susceptible to suggestions that mean money in their pockets.

Soliloquoys of the Devil

By H. F. Lockhart

Most eight o'clock—and no one on the job.
Gee, but them printers has an easy lay!
An' editors! why, crickey! any slob
Can hold an arm-chair down and draw his pay.
I wish that fresh young ed. would get the can;
I'd show 'em how this paper should be ran!



Most eight o'clock — and no one on the job.

I s'pose, because I'm devil here, they think
That all I'm good for is to shove a broom,
Or get my face smeared up with printers' ink
A washin' forms in the composin' room.
Say! If they'd only give me half a show,
I'd learn 'em how to make this bum sheet go!



A washin' forms in the composin' room.

Some day the senior ed. will be took sick;
Then maybe there won't be an awful stew!
They'll want some editorial copy quick;
Them fresh reporters won't know what to do.
And then I'll say, as calm as calm can be,
"Aw, don't you fret; just leave it all to me!"

And then they'll stand and watch me sling the ink
And nudge each other, and when I am done,
They'll say, "The boss's stuff is on the blink;
Gee, Hennery, you sure have got him skun!"
And then I'll answer with a mordest grace,
An' say, "Aw, quit yer kiddin'; close yer face!"



And then they'll stand and watch me sling the ink.

Then when the boss comes back a feelin' blue,
An' thinkin' the whole place is out of joint
Because he hooked it for a day or two,
Some one will bring the paper in and point
To what I wrote, and say, "That there's some kid!
Say, Henry done it; see what he has did!"

An' then the boss won't know just what to say—
He'll be so kinder taken by surprise—
He'll take the paper in a half-dazed way
As if he couldn't scarce believe his eyes.
Say! When the old man reads what I have wrote,
Take it from me, it sure will get his goat!



As if he couldn't scarce believe his eyes.

But, then doggone it, just as like as not
He'll be so green about what I have did,
He'll up and say, "You're fired on the spot,"
An' hardly give me time to grab me lid
Before he tows me to the outside door.
Gosh! there's the foreman—I ain't swept this floor.

Manuscripts of Skin and Bone

By Anne Ainshent

THE ancients wrote their manuscripts on nearly any substance that was durable. Papyrus was expensive, and hard to get in some quarters. The Swedes and Norwegians, besides using bark, resorted to the use of reindeer and elk horns, which they finely polished and shaped into books of several leaves. Many of their old calendars were inscribed on the bones of animals and fish. It is very probable that the Law, written by the hand of Moses, was done on prepared skins. (This must not be confused with the "tables" of stone referred to in the Scriptures.) In Exodus xxvi, 14, we read: "And thou shalt make a covering for the tent of rams' skins dyed red, and a covering above of badgers' skins." In 1806, a Scotch doctor, traveling in India, obtained from one of the synagogues of the black Jews in Malayala, Malabar, a very ancient manuscript roll, containing the larger part of the Hebrew Scriptures, written upon goats' skins, mostly dyed red. The Jews of Cabul, who make annual pilgrimages into the interior of China, have reported that in some of the synagogues the Law is still found written on a roll of leather; not on vellum, but on a soft, flexible leather, made of goats' skins, dyed red. Of the six synagogue copies of the Pentateuch in roll, which are all at present known in England, exclusive of those in the possession of the Jews, five are upon skins of leather, and one is on vellum. One of these is in the collegiate library at Manchester, and has never been collated. It is written upon basil, or brown African skins, and measures 106 feet long and is about twenty inches wide. The letters are black and exceedingly well preserved, and the whole text is without punctuation marks, accents or marginal additions. The poems of Homer were written on the intestines of a serpent, in letters of gold, and were 120 feet long.

The employment of leaves, for the transmission of ideas, is of great antiquity. One of the most ancient methods of writing was upon the leaves of the palm tree, and after upon the inner bark of trees, a mode of writing which, up to comparatively recent years, was still common in some parts of the East. From this practice comes the word "folio," from the Latin *folium*, a leaf, and the meaning of leaf, when applied to a book. The Koran of Mahomet

was first recorded by his disciples on palm leaves, and on the shoulder bones of sheep, and kept in a domestic chest by Ayesha, his favorite wife. Virgil describes the Sibyl writing her prophesies in detached sentences upon dry leaves, which were scattered by the wind when the door was opened. In Ceylon the natives sometimes make use of the palm leaf, but more generally employ the leaf of the talipot tree. From these leaves, which are of an immense size, they cut out slips from a foot to eighteen inches long and about two inches broad. A fine pointed stylus was employed to write or rather engrave the letters, and to make the writing distinct and permanent the leaves were rubbed over with oil mixed with pulverized charcoal. Several of these slips were afterwards strung together on a piece of twine, and supported by a stout billet of wood, this forming the "book."

The mode of writing on leaves was superseded to a large degree by the use of bark, a material employed in every age and in every country. The outer bark, being coarse and rough, was seldom used, the inner bark, especially that of the lime tree, being preferred. The bark of this tree was called by the Romans "liver," hence *liber*, the Latin name for a book. In order that these bark books might be conveniently carried, they were rolled up, and were in that form called *volumen*. This name was afterwards applied to rolls of paper and parchment. From this use came the word "volume" applied to modern books, though of entirely different shape.

To the various modes of writing, and the materials employed by the ancients, the etymology of many words now in use may be traced. For instance, besides the papyrus, the Egyptians often used for the same purpose the white rind between the bark and wood of the maple, beech, elm and linden trees; hence "bark" and "book," in Latin, is signified by one word — *liber*. The very word "bible," often called by way of eminence The Book, is derived from the Greek word Byblos (a city in Syria), a book, but which originally signified the inner bark of a tree.

Ancient manuscripts in bark are very scarce, but until early in the last century the use of bark for books prevailed among many Eastern nations. The custom of making books from bark was very general among the Scandinavians and Saxons, the bark of the beech tree being most commonly used. The primitive meaning of the Anglo-Saxon word *boc* is the beech tree; its secondary meaning, a

book — and hence our word, *book*. Benjamin Franklin, in a letter to a Mrs. Philpotts, living in London, said that some of his American friends advocated returning to primitive customs by drawing up deeds and contracts on bark to avoid the English duty and "stamp" upon paper. Happily this question was solved by the American colonists for all time in a very different way.

Selling Printing in the Prospect's Office

The Third of a Series of Three Articles on "Selling Printing"

By Gilbert P. Farrar
Formerly Assistant Designer of Printing, International Correspondence Schools

AFTER signing an order for twenty-five thousand catalogues, to cost $7,500, a prosperous Middle West manufacturer said to the printing salesman who sold the order: "Young man, I'll give you $7,500 a year to work for me."

This no doubt is the most flattering compliment that could have been paid to any salesman and proves very conclusively that the salesman who received it was a successful one.

Let us see if we can not analyze this man's method to find the secret of his success.

If you should question him on the subject he would undoubtedly tell you that instead of being the customary "jolly good fellow," or selling on price alone, the printing salesman of to-day should be able to gather interesting facts concerning both the prospect and his needs and then apply a study of human nature to reach any class.

After being sure that the prospect was in the market, the printing salesman should get all the facts possible concerning the prospect's business.

The printing salesman should know the value of printed matter as a business asset, and be able to show how it can be made valuable to the prospect.

And no salesman is a success that does not have a good working knowledge of human nature.

GETTING FACTS ON THE PROSPECT'S BUSINESS.

All men are in business to make money by producing a certain article for a certain class of people at a price that is satisfactory to

both the buyer and the seller. Therefore, the greatest point of contact between a buyer and the seller of printed matter is for the seller to show the buyer wherein he can create a larger market for his goods and consequently make larger profits.

An interview with the prospect's competitor or an examination of the various kinds of printed matter now used in the prospect's business will usually reveal many plans and methods that could be improved by applying some successful schemes that the salesman has seen worked out in other businesses.

If possible, a talk with the ultimate user of the prospect's article will oftentimes produce many good arguments for the improvement of the prospect's article or service, and also furnish some technical points that would be valuable to the salesman when talking to the prospective buyer of printed matter.

If it is not known how much money the prospect can invest, a good idea may be had by finding out how the prospective customer is rated and by comparing this with some concern of about the same size that the salesman has had dealings with in the past.

All of these facts may be uncovered without the knowledge of the prospective buyer, as well as his credit and business standing.

However urgently the business may be needed by the salesman, the facts gathered thus far will sometimes prove that certain business would be very unprofitable at any price.

IMPARTING THE VALUE OF PRINTED MATTER.

Some prospects are not quite satisfied that they should spend money for "printers' ink," and some of them shouldn't. But the vast majority should.

Enthusiasm is a big end of salesmanship. After a salesman has gathered a few facts from various sources and has convinced himself that a prospect needs just a certain class of work, he should be able to make Mr. Spineless Prospect see the matter as clearly as he does.

See it yourself and make the man that needs it see it. If you see a thing very clearly and have a reasonable amount of salesmanship ability, the matter of making an idea clear is comparatively simple.

A printing salesman down south once heard of a company that made a very useful article, but the cost of production placed it beyond the means of the average workingman.

After trying to see the buyer a number of times, the salesman was told that the company's goods were sold by agents and that it would not pay the firm to use printed matter because there were not enough possible customers to solicit generally.

The next day a thought struck the salesman, and when he called to see the buyer he sent in his card with this message written on the back: "Do you know how many people there are in the South whose income is over $1,500 a year?"

The buyer told the clerk to have the salesman call at a certain hour the following day.

The salesman didn't know how many when he wrote the note to the buyer, but he knew when he called on the buyer the following day.

And by giving examples of what had been done in other businesses he also proved to the buyer that well-written and neatly printed advertising matter judiciously distributed by jobbers would help the sale of his product.

GENTLEMEN:--

We herewith submit our proposition for furnishing you the above, according to the following specifications:

No. of Copies	
Size Trimmed	
No. of Pages	
Composition	
Presswork, Body	
Presswork, Cover	
Stock, Body	
Stock, Cover	
Binding	
Price	

All changes in proof, either in wording or style, will be charged in addition to above price, 75 cents per hour. All contracts made contingent upon strikes or accidents beyond our control.

Respectfully yours,

Accepted

190

Suggestion for a Specification Blank.

HANDLING HUMAN NATURE.

The majority of printing salesmen seem to form one line of argument and use it on everybody, regardless of age, sex, or nationality.

A successful salesman has no stereotyped selling talk. He varies his arguments to suit the prospect and the conditions.

Although the selling talk may be varied, there are certain laws of the psychology of salesmanship that must be adhered to by the printing salesman as well as those in any other line.

These are: getting attention, arousing interest, creating desire, and closing — or getting signed — the contract.

A printing salesman gets the buyer's attention by means of the advertising matter sent out by the printing concern with which he is connected, or by repeated calls.

He can also get the buyer's attention by means of dirty shoes and finger-nails, soiled linen and unkempt clothes. But this won't help him much toward creating a reputation for the house or selling goods.

When the salesman has his whole proposition mapped out there is another kind of attention he must get. He must hold the attention of those who are doing the buying, whether it be one man or a group of men.

The critical time is when the salesman is before the buyers.

He must create interest by showing the superiority of his goods, and the new and novel ways in which they may be used in connection with buyers' needs.

If the buyer is shown that he needs the goods, as well as convinced that the price is reasonable, this creates Desire.

Then comes the talk of turning Desire into Decision.

If the buyer has been convinced that the plans suggested in the selling talk are good, the signing of the order will be comparatively easy. If he hesitates, it is usually profitable to recanvass him on these parts of the sale.

In all his selling canvass, the salesman must be able to see both sides of the question and be ready to answer clearly any objection that may be made.

AFTER THE ORDER IS GIVEN.

Do business in a businesslike manner.

Get everything possible in black and white.

Use a blank similar to the one shown in connection with this article, and put down every possible bit of data regarding the job — and put it down so that the buyer will know what he may expect, and the factory that handles the job will be able to give what is wanted.

Then you are through, and when some one asks about any particular order you can safely refer the inquiry to the data sheet.

These data can also be used for estimate sheet and filed in the office.

If the data sheet is not handy, a stenographer usually is.

A salesman who knows stenography has a good advantage when it comes to carrying a straight tale from the customer to the plant.

Some printing salesmen will promise almost anything that the buyer would have them promise.

Sometimes the buyer realizes that they are promising impossibilities, and his estimation of the salesman and the printing company that the salesman represents is very liable to take a fall.

Be careful to give reasonable promises and endeavor to make the plant live up to them.

See that a new customer gets all the service possible, but don't slight the old love.
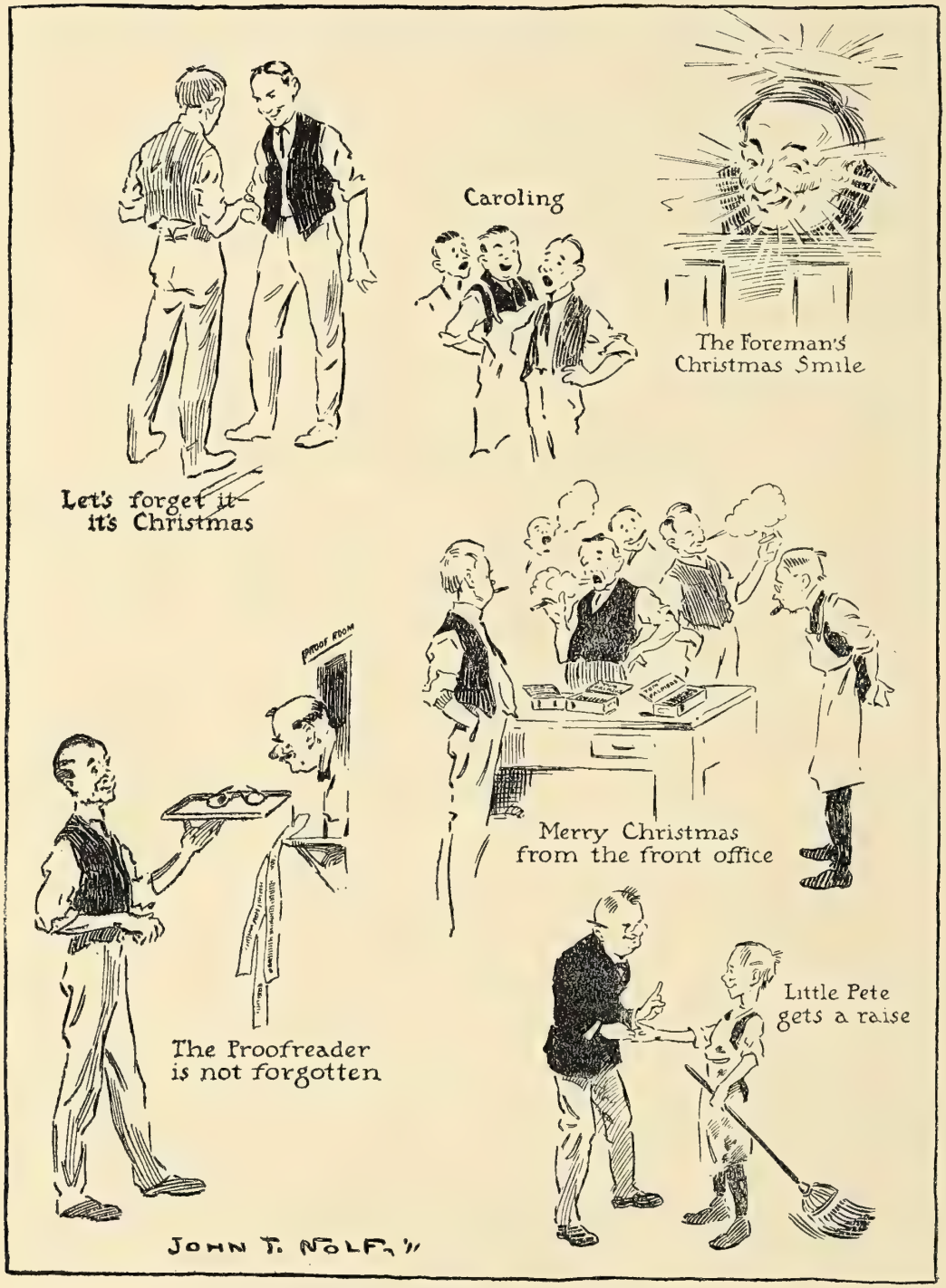
Rationalism in Business

Our boasted advances in art and science have come slowly, for they have usually been worked out in pain and disappointment, neglect and poverty. Great ideas, noble concepts, lofty aspirations break slowly on the minds of the many. In the applied arts and in the application of mere labor, this is also true.

To-day in many parts of the world—in this great Republic—the lives of men are being frittered away doing necessary work in the hardest and most laborious way. Only within the last decade has the ladder and hod given way to the steam or electric hoist, though the lives of men are the life of the nation.

We tax ourselves to support an army. We tax ourselves to support a navy. In the state of civilization in the past and in the state of civilization to-day these establishments are necessary—perhaps. They are regarded as a necessary safeguard—a necessary expense.

The printing press, the vast power that gives voice and expression to the needs of the people—more potent than all the armies and navies in the world—needs more breathing room; it needs the most careful and assiduous cultivation. Advertising—making known—is one of its fruits. It needs great profits, for it must hold out great prizes for great effort in developing our resources. It needs great encouragement, so that it may force into the minds of all people knowledge of better ways of doing—better ways of living—to know and feel the power of co-operation. Curtailing the distribution of its information is not economy—it is waste.—Albert Henry.



THE CHRISTMAS SPIRIT IN THE PRINT-SHOP.

Drawn by J. T. Nolf, ex-printer.

Editorial

ONE or two "wrong-fonts" in the "front office" can do more damage than an army of "blacksmiths" in the composing-room.

THE type-picker who is conducting business without knowing what his product costs is likely to become a rag-picker before closing his life's work.

SINCE the advent of the responsibility-dodger, on business letters, such as "The dictator was obliged to leave before this letter was ready for his signature," it has occurred to us that some printers might use a similar device in connection with their imprints. "The foreman had to leave before this job was ready for the press," in some cases, might at least save the fraternity a little embarrassment.

ESTIMATING is one thing and selling quite another. A good estimator may be a poor salesman and a good salesman a poor estimator. If we must choose between the two, it is much safer to employ the man who knows what his goods cost—later he may cultivate the ability to sell. A good salesman, however, who knows not the cost of that which he sells, may put his house out of business before he cultivates a knowledge of costs.

THE Christmas season is here again, with its invocations of good will and charity for all, buttressed with New Year resolutions to win greater rewards from the experience of the past. THE INLAND PRINTER sends its greetings to all printerdom. May wisdom and toleration attend all our deliberations for our common good, and sincerity and good will bear their fruit in uniting all differences in the coming year and in all the years to follow.

INQUIRIES are directed to THE INLAND PRINTER from all parts of the world. Within the past year thousands of letters have been received and answered, touching every phase of the printing business relative to methods, machinery, and material. We have been glad to render assistance to our subscribers, and others who are not engaged in the business, and regret that, for the benefit of readers, we have not the space to publish all of the questions received, together with their answers. Our Information Bureau has been taxed to its fullest capacity, and we trust that if our subscribers do not always receive prompt answers they will kindly remember that we are overwhelmed with inquiries on occasions, and that it requires considerable time for research work in many instances before an authoritative answer can be given.

BUSINESS men as a rule do not welcome presidential elections. For at least a full year preceding these events trade conditions are more or less disturbed. But the disturbances have been somewhat neutralized so far as the printer is concerned, especially in recent times. Statesmen have fallen back on printers' ink as the one reliable agent through which they may reach the people, and the tons of literature consumed in the campaigns go a long way toward counteracting the loss sustained by printers through legitimate business channels. The impending struggle, with the old parties torn into numerous factions, and the socialists bearing down on the whole orthodox mixture, is likely to produce a record-breaking demand for printed matter. At any rate we hope so, and bid the printerman be of good cheer. The year 1912 may be full of pleasant surprises.

IN the October number of the *Photo-Engravers' Bulletin*, N. S. Amstutz, the well-known inventor and writer on photomechanical processes, suggests that the words "cuts" and "blocks" be relegated, and that hereafter in making reference to such we should employ the more dignified name, "engravings." Editor Flader, in commending the suggestion, says: "How many of us have seen such expressions as these in print, 'I got a cut made and printed some handbills,' or 'The cut of the man didn't look much like him,' etc., without mentally comparing such expressions with the buying of a 'cut of beefsteak' or some pickled pigs' feet?" Yet, in a campaign to get better prices for their work, photoengravers might make

a serious mistake in disassociating their products, in the minds of customers, with a "cut of beefsteak." At least, here is a point to consider. The term, to many, many people, may sound like the name of a romance of the early days — or possibly a great tragedy of our present time.

OBSESSED of a bitter antagonism to labor unions as a whole, the late John R. Walsh, who published the Chicago *Chronicle*, now defunct, was a good friend of the journeyman printer. The working conditions in his office were of the best, and he declared over his signature that the printers had always met him in a spirit of fairness, making it a pleasure for him to negotiate contracts with their organization. Mr. Walsh may have had many enemies, but few of them could be found in the printing crafts.

"NINETY-FIVE per cent of all errors are mistakes of the man who issues the orders, and the quicker you acknowledge this the sooner you will improve as a boss." This statement was made recently in an address of a New York printer, and it probably set a number of bosses to thinking. The speaker buttressed his statement with an argument that gave no opportunity to attack its truthfulness. He said: "You may issue an order correctly and your subordinate carry it out wrong, and it still be your fault. *You must know your men, and issue your orders so that there is no possible chance for an error.*" The italics are ours, as we want to emphasize what is without question essential in a good manager, superintendent, or foreman.

MULTIPLICATION of means of communication, declares Editor Clark, of the Toronto *Star*, is spelling the doom of war and its accompanying horrors. This well-known Canadian editor sees in the modern news-gathering facilities — which enable the people in every part of the world to view in detail the butcheries of the battle-field — a power that shall awaken civilization to the barbarism of war. He undoubtedly is right. And he might have added that these same agents of communication, through the daily portrayal of misery and bloodshed caused by industrial wars, with their criminal waste, are the means through which men's attention is being turned to plans and principles which shall make for peace and good will among all citizens. When the principle of arbitration shall be proclaimed, if it does not comprehend the most destructive of all wars — that between capital and labor — it will fall far short of performing its most important work.

Far-flung Influence.

Barcelona usually suggests political conspiracies and industrial disturbances of the most sanguinary character. Before us are two letters from that volcanic city. They do not speak of falling dynasties or changing social orders. They are pacific in tone and relate to familiar subjects. One is from J. Thomas — and the name looks aggressively Anglo-Saxon in the Spanish setting provided by the letter-head — a prominent employing printer, who sends us an "expression of my complete consideration" for having put him in the way of securing information that led to an agitation for a Spanish printers' cost congress.

The other is from Harry A. McBride, the American vice-consul general, former printer, who favors us with a clipping and says THE INLAND PRINTER "is eagerly awaited and read." Not wholly for the love of his old art does he welcome us. It is because "great interest is taken in advancing the sale of American supplies," and "THE INLAND PRINTER is shown to printers who often come to our office to consult it." Letters of similar tenor there are from many places, but these two from one city show the growing power of technical and trade journals. In an age when popular magazines and papers speak in terms of hundreds of thousands and even millions when referring to circulation, publications with a comparatively small number of readers are overlooked. Great size does not always mean great influence. In the letters under consideration we find a paper performing two functions — stimulating a desire for modern business methods, and acting as a salesman for American machinery. Printers of Barcelona — that is, those who are not subscribers — go where they can find THE INLAND PRINTER to get advice and inspiration in its pages, which means that American ideas of typography are invading Spain, and another decade will see this American influence looming large on the printed page of that country.

Hartman Gives Some Figures.

"Why is a hen?" is an old question that has ceased to worry us. The problem a number of our leading craftsmen are puzzled over at this time is "Why is a printer?" William J. Hartman, the well-known "costologist" of Chicago, in an address at the Ohio Cost Congress pointed out one or two little things which are likely to make us ponder over the latter question. Among other things, Mr. Hartman said:

"There are supposed to be in the United States and Canada about thirty thousand job-printers. You would imagine that among the number there would be some millionaires. Here are the facts,

compiled from Dun's Agency book: There are printers in the country rated at $5,000 and over, to the number of 1,717; printers rated $1,000 and over, 4,453; printers rated less than $1,000, 5,886; a total of 10,339. If my figures are correct as to the number, there are about twenty-six thousand printers in this country who have no rating at all, and that seems to me to be a very bad proposition for the printer. We turn back and find that the haberdasher — the little fellow who sells your neckties and collars and cuffs — we find that 1,018 of them are rated at $10,000 and up; 1,943 are rated at $5,000 and up; 2,943 are rated at $3,000 and up, and 4,692 are rated at $1,000 and up."

These facts and figures ought at least to help awaken the "standpatter" who can see no good in cost congresses and the general get-together movement.

Twin Successes.

Making a professional success of one's business and making a business success of one's profession are two very different things, declared a speaker at a recent meeting of Chicago employing printers. He said that printing craftsmen had given so much attention to the former and so little thought to the latter, that even the success they had made of their profession was now endangered by a failure, so far, to make a business success of their profession. The speaker, though not a printer, evidently knew something about the history of the business, and his statement is not likely to be challenged by those who are printers.

In these pages, not long since, we pointed out this danger to "professional success," in the following words: "If growth is to come in any business, the men engaged in it must be fitted for their work. Their reward should be sufficient to give time for study and research, for investigation and experiment. Just as poverty is the implacable enemy of the social uplift, so is it the most formidable foe to business development."

And there can be nothing much more certain than that study, research, investigation and experiment will be seriously retarded unless greater importance be attached to the business methods under which our products are marketed. Development of the printing art rests primarily upon the success which attends the business methods of those who are engaged in printing. While it is said that we have made a success of our profession, by what means can we determine this? It is true that steady progress has been made. But is it not reasonable to believe that a much greater degree of progress would have resulted had those engaged in the art kept pace with other business men in the profitable exploitation of their products? This question is clearly answered, we think, in our quotation from a former issue.

While readily conceding that a professional success of one's business and a business success of one's profession are distinctly different propositions, surely no one will deny that the degree of success of the one is largely dependent upon the degree of success of the other.

Enter, The Ben Franklin Club of America.

A new organization makes its bow to the employing printers of America. Like the United Typothetæ, its birthplace is Chicago. Twenty-five years ago the clans met for the purpose of opposing the then thought "impossible" demand of the unions for a nine-hour work-day, and there were declarations of war and war to the knife against the common enemy. In this year of grace the immediate causes of the gathering are differences of opinion concerning a name, the amount of dues, some lack of courtesy and a misunderstanding at the get-together gathering at Denver in September last. Even in such circumstances there is no declaration of war. On the contrary, the young association distinctly disavows any desire for strife or friction, and trumpets aloud its wish to live in unity with all the forces that are striving for the uplift of the craft.

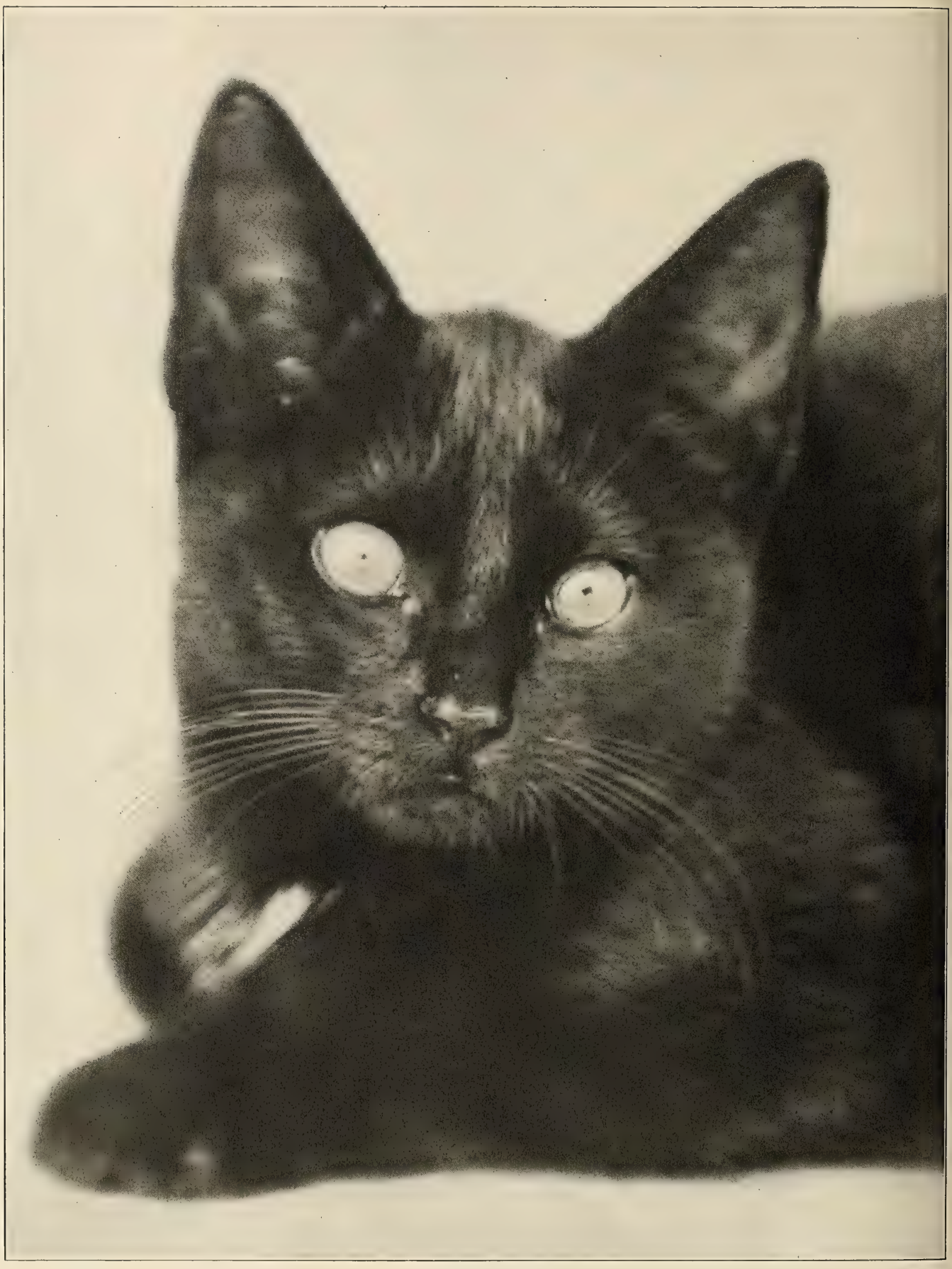
In temper, spirit, enthusiasm, purpose and personnel the Ben Franklin Club meeting was admirable. It was composed of the younger element among employing printers — men who are progressive and tinctured with the altruistic spirit that is becoming so pronounced in business circles.

Well-officered and with assurances of more than eleven hundred members to start with, the new organization possesses all the intrinsic elements necessary to assure success.

What doubts there may be are dependent on extrinsic elements. Can or will the trade support two employing-printer organizations? For the present the installation of cost systems will be the main purpose of the Typothetæ and the Franklinites. An especially substantial aid to that agitation are the cost congresses. Are we to have competition in such meetings? The Typothetæ has a cost-congress committee, so has the Ben Franklin Club, while the Cost Commission has also declared its intention to stay in the field.

To have two or three congresses will prove confusing and expensive.

This, however, is not the time for pessimism. Let us look at the brighter side of things. The Franklinites are hoping for one organization, so the Cost Commission may yet be our Moses.



TOMMY.

Half-tone engraving by The Henry O. Shepard Company,
632 Sherman street, Chicago.

Duplicate plates for sale.

Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

DISCRIMINATION IN WAGES.

To the Editor: SANTA CRUZ, CAL., November 6, 1911.

In my present capacity at the head of the mechanical department of the *Sentinel* I have served nearly a quarter of a century and my experience is varied to a more or less degree. I have found that since the advent of the machine in the *Sentinel* office there has been a vast discrimination in the matter of wages in favor of the machine man, and why this is I am now and always have been unable to answer.

The machine man argues from the standpoint that the machine is a "death producer," and is, therefore, worth a percentage of larger wages on that account, while the hand man does not have the hardships to battle with.

Occasionally we meet with an operator who has other qualifications than a mere operator. Eleven out of twelve of the hand men can turn out an advertisement or a job from a minute's glance at the manuscript copy; on the other hand, about one in a dozen machine operators can do the same, and yet this discrimination in wages — the hand man uses his brains, the machine man his fingers. I say this without fear of contradiction: hand a machine man a piece of manuscript copy and he will wait until it is "properly marked" before he will set a line of it; yet, if you will give the hand man this same copy he will ask no questions, but proceed at once to put it into type. And yet this discrimination in wages. The hand man must produce the skill to satisfy the variations of the art he is called upon to produce or he does not fill the bill and is asked to step down, but the printer who learns the keyboard of the "Merg." is almost always a success.

I hope the day is not far distant when the wages of the hand man will be the prevailing wages, and not the machine man's.

Another point it is well to remember: The rate of wages now paid for the difference between machine and hand causes the majority of the younger element of the printing-office to seek the machine, regardless of his qualifications, which will in a few years cause a serious problem, as adequate hand help will be almost impossible to obtain. If the apprentice of today were given the training in printing-office lore that was compulsory a few years ago, many no doubt could see that he is preëminently fitted for other than the machine department. The boy who to-day enters the printing-office should be compelled to possess, as a first requisite, at least a high-school training (not in athletics). Equipped with this he would be better able to judge as to what department he is best fitted to enter. Another point we should not lose sight of is that all apprentices should be compelled to serve a thorough course in the hand department before they are allowed to enter the machine-room for a course there. E. W. FIELDS,

Superintendent of Printing, Sentinel Publishing Company.

TEACHING APPRENTICES.

To the Editor: CHICAGO, ILL., November 1, 1911.

The question of teaching apprentices the printing trade has been the subject of much discussion in the trade journals and also at meetings of employing printers. The prevailing idea seems to be that a boy can not learn the trade as well now, as in the old days, when he was required to help at all the different kinds of work around the shop. There are many complaints of incompetent workmen, and yet a great many of these incompetents come from the smaller towns, and have learned what they know of the trade under the same conditions as did those employing printers who are now at the top of the business. We also find many good workmen who learned what they know in large offices, and under conditions that are supposed to be unfavorable. So we are led to believe that in nearly all cases the fault lies with the one learning the trade, and not with the present system of teaching it. One of the reasons why a great many of the present-day apprentices do not get on better is that they are more interested in other things than in printing — the standing of the "White Sox" or the attractions of some girl in the bindery take about as much of their time as does their work.

In the old days when a journeyman printer had to do all work, from setting type to setting a hen, or going up to the proprietor's house and cutting wood, it was necessary to teach the beginners all parts of the trade. But now, when everything has become specialized and has to be done quickly and correctly, any one can easily see that the time spent trying to learn more than one part of the business is time wasted. Of course a compositor should know good presswork when he sees it, so should a pressman know when work is well or poorly displayed, but this is better learned from some of the first-class trade journals and from study when out of the shop, and the time at work should be concentrated on only one branch of the business.

In Chicago, the Typographical Union and the Employing Printers' Association have an agreement by which apprentices are graded into five different classes, and are allowed to pass from one grade to the next higher only after they have demonstrated their ability to do so. They are also required to take the I. T. U. Course of Instruction in Printing — a schooling that would benefit almost any one connected with the printing craft.

In teaching beginners the trade in this way they learn only what they will be required to use after they become journeymen. But if they are ambitious, and place their work on a higher standard than that of their weekly-pay envelopes, or if they want to engage in the printing business, there are many ways of learning the details of the several branches of the trade after one has been mastered.

GLEN COLEMAN.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

MR. J. H. GRAY, who worked in the office of Gibbs & Bamforth, St. Albans, fifty-six years, latterly as foreman, died recently, aged eighty-six.

THE British government's stationery office has become a great purchasing, contracting, and distributing and selling department, having had a turnover in the last fiscal year of £897,670 ($4,367,160) and serving every other department and every quarter of the British world. This included an expenditure of £102,000 ($496,230) for parliamentary publications and £70,000 ($340,550) for envelopes.

IT is reported that another important house in the metropolis has come to terms with the London Society of Compositors on the hours question and will regard all over fifty hours as overtime. The general outlook seems to be considered so bright — despite the very dull summer and fall trade — that the weekly strike benefit levy of 3 shillings is to be reduced one-half by the society. There is no denying the fact that the levies before and during the printers' strike were considerable of a burden for the average member. Life in London with a family on 39 shillings ($9.48) per week includes very little of "beer and skittles."

THIS will be a record year for Great Britain so far as strikes are concerned. The strike of the London printers was followed by a strike on the part of the wharf workmen and the railway freight handlers, which interfered with the delivery of paper, so that many journals had to appear in reduced form, and job and other offices had to give lay-off notices to their employees. Then began the strikes of the news-venders in Dublin, Liverpool, Carlisle, etc., who wanted their papers from the publishers at 3 pence, instead of 4 to 5 pence, per dozen. These strikes failed after much damage had resulted. More successful were the eleven hundred employees (mostly girls) of the large lithographic firm of Hudson, Scott & Sons, in Newcastle and Carlisle, who had gone out to obtain a wage increase. And now the molders in one of the largest printing-machine factories, that of Payne & Sons, in Otley, have gone out. This firm intended to introduce contract work in all its departments, to which the men would not agree; moreover, these demand an increase in wage of 2 shillings per week and a minimum of 30 shillings per week. Further disturbances are recorded in other graphic circles — Edinburgh, Swansea, Liverpool, etc. It may here be added that, according to the reports of the Department of Labor, the number of unions in the printing and kindred trades of Great Britain is at present thirty-eight, with a total membership of 73,880.

GERMANY.

A NEW school of illustration and printing has been started at Munich.

FRAU MARIE MATTHIAS, proprietress of a printing-office in Meseritz, has been honored by the King of Prussia, through the bestowal upon her of a Red Cross medal of the third class.

THE Berlin Society of Printing-office Superintendents on October 2 began a new course in cost accounting, the one given under its auspices last winter having proved most successful.

THE trade court, or commission, of Hanover, recently decided that a refusal on the part of an employee (of a bindery in this case) to do strike-work was no ground for discharging him on the instant — that is, without giving the usual term of notice.

A FIRM in Ilmenau, Thüringen, has put upon the market a series of playing-cards made of celluloid, which should become popular because of their great durability and sanitary quality (as one can wash them).

TWO printers' apprentices in Berlin recently sued their masters, because these had been negligent in giving them instruction. One master was ordered to pay 100 marks and the other 80 marks, to the respective lads, as damages.

STRIKES and lockouts, caused by disputations about wages and hours, have occurred in the lithographic trade in Leipsic, Berlin, Stuttgart, and other German cities. At last accounts no agreements had been reached between the masters and men.

RICHARD INTRAN, a master printer at Stotternheim, who was also financial secretary of the town, stole over 35,000 marks from a bank safe, of which he had the key. He committed suicide while serving a prison sentence in Grossrudestedt, by hanging himself.

COMPOSITOR HERMAN TANK, who, with the exception of a term of service in the army during the Franco-Prussian War of 1870-71, worked forty-two years continuously in the Sandermeyer office, in Stuttgart, on October 1 celebrated his fiftieth year as a printer.

AT an examination, held September 26, for the Berlin and Potsdam district, three applicants passed and were given the title of master printer. A fourth applicant did not pass and was set back one year. On October 3, four more applicants in the same district passed the examination and were accredited as master printers.

THE district court of Kolmar has just decided that a typographical error in an advertisement does not negate the obligation to pay the charge for printing the advertisement, nor does it give any right to claim damages; and the German supreme court has ruled that no compensation may be demanded for errors due to undecipherable manuscript.

THE firm of Göldner & Höppner, who are the present owners of the printing-office started two hundred and fifty years ago by Johann Gabriel Güttner, the first printer at Chemnitz, have issued an elegantly executed jubilee pamphlet, giving "The History of the Oldest Printing-office in Chemnitz." The work contains also a number of interesting reproductions of old book-titles.

ON October 1 the printing-office of G. Kreysing, in Leipsic, was just one hundred years old. It was started in 1811, by the publishing house of F. C. W. Vogel, which purchased and combined two old existing offices, one established by J. H. Richter in 1685 and the other by Adam Heinrich Golle in 1736. The production of scientific and Oriental works is a specialty of this office.

IN the bankruptcy case of William Kutschbach, of Leipsic and Dresden, bills for 1,098,690 marks of alleged debt were disallowed. For recognized liabilities of 11,420 marks there are, however, only 3,546 marks of available assets on hand. Herr Kutschbach was a backer for the Citotype typesetting machine, which, after the fashion of many similar ventures, devoured all his substance with no good results.

THE Stuttgart city council has passed a resolution that in the requests for bids, when purchasing supplies for the city's schools, the following clause be inserted: "The privilege is reserved, in considering bids for the furnishing of supplies, of disregarding those made by printers who do

not hold themselves to the wage-scales and work conditions agreed upon for Stuttgart by the master printers and their employees." Furthermore, the right is also reserved of excluding the bids of those who publish immoral and trashy literature.

HERR GUSTAV MONTPELLIER, believed to have been the oldest printer in Germany, died in Kolmar, Alsace, on October 3, aged ninety-six. He entered service at the age of fourteen, in the Decker printing-office in Kolmar, and remained in it sixty years, when he retired to well-earned rest. Montpellier, like probably the majority of French printers of his younger day, was a republican, and viewed with pleasure the uprisings of 1848. He got into difficulties under Napoleon III., because of his republican journalist activities, and suffered some imprisonment, which he never forgave.

THE winter term of the Berlin Printing Trade School opened October 14. The school has now nine sections: 1. Drawing of ornaments and plant forms, also freehand drawing. 2. Drawing of letter forms; writing of different letter styles with regard to their use in typography; review of the historic development of letter forms. 3. Designing and sketching of typographic work — division of flat surfaces; jobwork. 4. Color technology. 5. Designing and sketching of typographic work — jobwork, book arrangement, advertisements — illustrated by lantern slides; conventionalized drawing of plant forms for typographic purposes. 6. Practice at jobwork and at the hand press. 7. Printing technic; illustration and color-printing; mechanical make-ready methods; three and four color work. 8. Technic of office work; preparing and calculating jobs. 9. The production of tint-plates in linoleum, celluloid and type-metal. Classes are held every evening during the week and on Sunday mornings; in fact, a large proportion of the tuition is given on Sundays.

AFTER two weeks of discussion by the representatives of the organizations of the German master printers and their employees, a new wage-tariff was agreed upon on October 7, to take effect January 1, 1912, and be in force five years. The agreement was not reached without considerable spirited dispute and often matters seemed to have reached a very critical stage, but concessions from both sides finally made an accord possible. The new scale is a very lengthy document (which, like its predecessor, will probably require an exegesis). A few of its main points may be stated briefly. The employees have obtained a raise in wages of about ten per cent and a shortening of the week's work by one-half hour; also some desirable ameliorations in shop practice. The local extra rates applicable to places where the cost of living is higher were calculated according to a new and more exact principle. Working hours for the various systems of typesetting machines are to be regulated by a uniform rule. Improvements in the apprenticeship system were agreed upon, and apprentices in newspaper offices are to receive as much instruction as those in job-offices.

FRANCE.

THE Parisian journal, *Eclair*, which has a large circulation among the well-to-do, has been purchased, at a cost of $300,000, by the wife of Prince Victor Napoleon, the Belgian Princess Clementine. The journal, *Patrie*, was also purchased by the princess some time ago.

AN extensive investigation is being made by the French Ministry of Labor into the hygienic condition of printing-offices, it being alleged that many are quite insanitary. The inspectors are to send in their reports by next January, when it will be determined what regulative measures will be necessary.

TWO YOUNG French litterateurs, Paul Reboux and René Blum, are reported to have hit upon the idea of starting a "League Against Booklending," and have already taken steps to that end. Realizing the psychological fact that it will be easier for the possessor of a valuable book to say "no" to any one desiring to borrow it, if he can hide himself behind a coterie of similar-minded persons, the league will furnish its members with small parchment labels, which they can post on their bookshelves. This label gives notice to everybody that the owner of the books never lends them. Thus, it is believed by the promulgators of the idea, one may politely ward off the importunate book-borrower.

RUSSIA.

THE library of "Ivan the Terrible," which was recently discovered in the catacombs of the Kremlin, as the *Tägliche Rundschau* reports, has been catalogued by the antiquarians. This find, which was contained in a fireproof, walled-up, arched chamber, consists of about two hundred works. Most of the matter is said to be well preserved, not harmed in any way by dampness or otherwise. The library consists principally of manuscripts and very early printing. A number of the oldest metal-relief impressions of the twelfth century are present, which were printed from entire graved plates and display the first sorry efforts in the art. A few sheets have biblical verses and psalms as their content. A number of examples of wood-plate printing, which have the characteristics of pre-Gutenbergian work, are also an interesting part of the collection. A forty-two-line Gutenberg Bible is also said to have been found. A large part of the library is made up of Hebraic manuscripts, which were artistically written on parchment by monks, and which were much in vogue in the early Middle Ages; also Greek writings by Aristotle and others. At present investigations are being made as to whether this is really the library of "Ivan the Terrible," as the opinion has been held that his library was destroyed by fire in 1551. Ivan, as is known, brought German workmen, scholars and artists to Russia, to culture his people. This would explain the presence of so many German prints. Ivan also introduced the first printing-office into Russia. His interest in typography and literature, therefore, seems to have been quite large.

SPAIN.

THE society of artists, Circulo de Bellas Artes de Madrid, is arranging to hold an international exposition of the graphic arts and affiliated industries, in Madrid, in the spring of 1912.

ACCORDING to its last annual report, the Typographic Federation of Spain has twenty-two local branches, with 3,430 members, comprised of printers and bookbinders. The twelfth convention of the organization was held at Valladolid, on September 23 and succeeding days.

THE master printers of Spain held their first national convention, at Barcelona, on October 15 to 18. Among the matters which were discussed were: (1) The necessity of establishing a fixed minimum price for printing, to avoid ruinous competition; (2) trade schools and apprenticeship in the offices; (3) methods of preventing clients abusing the confidence of printers; (4) local master printers' associations; (5) the maintenance of labor tariffs.

PORTUGAL.

PORTUGUESE orthography is a thing which at present exists only in theory. In practice, each one writes as he pleases, which, of course, brings about all sorts of peculiar

differences. On the one extreme are the phoneticians, who endeavor to write exactly as the sounds are pronounced, and on the other are the conservists, who want to keep each word exactly as it was when born. Between them are the various degrees of personal preference, which are conflicting enough. Neither Portugal nor Brazil has an academic dictionary like France, nor an official school orthography like Germany. The mix-up is, therefore, easily explained. To bring order out of the chaos, the Portuguese government named a commission to make a study of the problem and recommend a normal, consistent orthography. This commission consists of a number of the most eminent Portuguese philologists and language scholars. It has now made a report, which will probably be adopted, but which is too long to be reprinted here, though it would be interesting to those who would like to have English spellings receive similar attention and regulation.

NEW SOUTH WALES.

A NEW wage-scale for the provinces went into effect July 1 last, to continue three years. Its principal points are these: Forty-eight hours is a week's work. The wage per week is 45 to 47½ shillings ($10.87 to $11.68) in places having three thousand inhabitants or less; 47½ to 50 shillings ($11.68 to $12.15) in places having up to six thousand inhabitants; 50 to 55 shillings ($12.15 to $13.36) in the larger places. Machine compositors receive 72 shillings ($17.50) for day work (forty-eight hours) and 77 shillings ($18.70) for night work (forty-two hours) at the Linotypes, 57½ and 67½ shillings at the Monoline and Barotype, 57½ and 62½ shillings at the Typograph, and 55 and 60 shillings at the Simplex. Overtime, twenty-five per cent on newspapers and thirty-three and one-third per cent on jobwork. The term of apprenticeship is six years, and the apprentice is to receive weekly 7½, 10, 15, 20, 25, 30 shillings in the successive years of this period.

SWEDEN.

OFFICIAL statistics show that there are in Sweden 375 printing-offices, employing 6,731 persons (including 813 women). The value of their yearly output is given as 19,453,107 crowns ($5,213,433). In lithographic and chemigraphic establishments 1,966 persons (including 584 women) are employed. There are 71 paper factories, employing 7,889 persons; the value of their output is given as 47,364,416 crowns ($12,693,663). The number of wood-pulp producing concerns is 157, employing 12,362 persons, their product being valued at 79,578,910 crowns ($21,327,148), considerably more than that of the distantly related industrial branches combined.

ITALY.

A STRIKE occurred in the printing-offices of Milan recently, involving about five thousand men. It was caused by the refusal of the masters to reinstate four discharged men, and the Milanese daily papers, including the *Corrierre della Sera (Evening Courier)*, which has the largest circulation of any Italian paper, were unable to make their usual appearance. After two days' idleness the printers' union found that the strike was unjustifiable and ordered the resumption of work. The employers agreed to pay one day's wages for the time of the strike, the money to go to the workmen's old-age pension fund.

SWITZERLAND.

ON October 1 a monument was dedicated to the memory of the Tipografia Elvetica, at Capolago, a town in southern Switzerland. This memorial, an obelisk seven meters high, carries on its apex a flame-shaped crown, and is the work of Architects Pinardi and Coltelli, of Milan. It is placed near the little white building which housed the Tipografia Elvetica, that noted printery (run by exiled Italian printers) which had so much to do with the Italian struggles for freedom. From here during many years were smuggled across the neighboring boundary thousands of sheets and pamphlets printed to awaken a demand in northern Italy for the throwing off of the Austrian yoke. Many noted patriots, among them Crispi and Mazzini, worked often for weeks in this little shop.

DENMARK.

THE Danish Provincial Master Printers' Society has gotten out a cost-calculation book, copies of which are furnished free to each member.

AT the last convention of the Danish Typographic Association it was shown that the advantages of the new wage-scale, recently agreed upon by the masters and men, were greater than had been supposed. It is to be noted that it was secured without the unpleasant and often fruitless struggles which occurred in other countries.

PERSIA.

TEHERAN, the chief city of Persia, now has ten political papers: *Meglis* (the parliamentary journal), *Bargh, Esteglahe Iran, Iran Nou (The New Persian), Assr Tamaddon, Tonbih, Pahberehne (The Barefoot), Danesh (The Knowing)* and *Police Iran.* In addition, two others, *Shems (The Sun)* and *Hablol-Matin,* are considered as local journals, though one is printed in Constantinople and the other in Calcutta and sent here for distribution.

AFRICA.

IT is reported that the native (negro) compositors on the *Journal of Katanga,* the first Congolese newspaper, which has just appeared in the Belgian Congo, have gone on a strike. They demanded pay for overtime after 5:30 P.M., and that their names be given as collaborators on a copy of the paper which was to be sent to the King of Belgium.

NEW ZEALAND.

ALTHOUGH this colony has but few over a million inhabitants, it has no less than 233 newspapers and periodicals, of which 67 appear daily, 32 triweekly, 26 semiweekly, 68 weekly, 4 semimonthly, 1 every three weeks and 35 monthly.

BRAZIL.

THE Brazilian government printing-office at Rio Janeiro was totally destroyed by fire on September 17. The loss is estimated at $3,000,000. A few days later the national library suffered the same fate, through which many priceless, irreplaceable documents were lost.

BELGIUM.

THE strike of seven months' duration of the printers of Verviers has at last come to an end, by an agreement between masters and men. The minimum wage for journeymen is fixed at 4½ francs (87 cents) per day of ten hours.

NORWAY.

A NORWEGIAN graphic-arts exposition, comprising professional and amateur photography, chemigraphy and artistic reproduction, will be opened next January, in Christiania.

AUSTRIA.

A NEW Austrian law, prohibiting night work for women between the hours of 8 P.M. and 5 A.M., went into effect August 1. This does not suit many printing concerns which have employed women in various capacities long hours at night.

PORTO RICO.

ACCORDING to the last census taken in this island, Porto Rico has 41 printing establishments, with 353 employees.



Now "On the Indiana Trail" Then—1811

Apprentice Printers' Technical Club

NO. XIII.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Our lesson for this month is on the peculiar signs and characters used in printing. We have selected only those which are the most commonly used, but complete lists can be found in most of the larger dictionaries.

MATHEMATICAL, ALGEBRAICAL AND GEOMETRICAL.

\+ plus; and; the sign of addition; as, $a + b = c$; $6 + 4 = 10$. When used at the end of a decimal this sign indicates that it is only approximately correct; as, the square root of 2 is 1.4142135 +.

— minus; less; the sign of subtraction; as, $a - b = c$; $6 - 4 = 2$. When used at the end of a decimal this sign indicates that figures have been omitted, and that the last retained figure has been increased by unity; as, the square root of 2 is 1.414214 —.

× multiplied by; times; as, $a \times b = ab$; $6 \times 4 = 24$. Multiplication is also often indicated by dots, or, when not numerals, by writing the factors without any sign; as, $a \times b \times c = a.\ b.\ c. = a\ b\ c$; $2 \times 3 \times 4 = 2.\ 3.\ 4 = 24$.

÷ divided by; as, $a \div b$; that is, a divided by b; $6 \div 3 = 2$. Division is often indicated by placing the divisor under the dividend and drawing a line between; as, $\frac{a}{b}$

= is equal to; equals; as, $(a + b) \times c = ac + bc$; $6 + 2 = 8$; that is, 6 plus 2 equals 8.

: is to; the ratio of; a sign of geometrical proportion; as, $a : b :: c : d$; that is, a is to b as c is to d; or, the ratio of a to b equals the ratio of c to d.

:: as, equals; a sign of geometrical proportion. See explanation above for example.

± *or* ∓; plus or minus; ambiguous. When prefixed to a number or quantity this sign indicates that it may have either of the signs + or —; as, $4a^2$ is $\pm 2a$.

< is less than; a sign of inequality; as, $a < b$; that is, a is less than b; $3 < 4$.

> is greater than; a sign of inequality; as, $a > b$; that is, a is greater than b; $5 > 3$.

≮ is not less than; as, $a \not< $; that is, a is not less than b, although the first quantity may be the same or greater than the last.

≯ is not greater than; as, $a \not> b$. See explanation of example above.

≠ is not equal to; contradictory of the sign =; as, $a \neq b$; that is, a is not equal to b.

∼ the difference between; a sign which inndicates a difference between two quantities but does not designate which quantity is the greater; as, $a \sim b$; that is, the difference between a and b.

∝ varies as; is proportional to; as, $a \propto b$; that is, a varies as b, or is dependent for its value upon b.

√ root; called the *radical sign*. When used alone it indicates the square root; as, $\sqrt{\ } 4 = 2$; that is, the square root of 4 equals 2; $\sqrt{a}\ 4^2 = 2a$. To denote any other than the square root figures are placed above the sign; as, $\sqrt[3]{a}, \sqrt[5]{a}, \sqrt[10]{a}$, etc.; that is, the cube root, fifth root, tenth root, etc., of a.

∴ hence; therefore.

∵ since, because.

≡ is identical with; as, $(a + b)^2 \equiv a^2 + 2ab + b^2$.

≒ is approximately equal to; as, $\pi \fallingdotseq 3\frac{1}{7}$. The character π denotes the number 3.14159265+, which is the ratio of the circumference of a circle to its diameter.

≅ is congruent to; as, $38 \cong 59$.

∞ indefinitely great; infinity; denotes a quantity greater than any finite quantity.

0 indefinitely small; infinitesimal; denotes a quantity less than any assignable quantity.

∠ angle; the angle; as, ∠ABC = ∠DEF; that is, the angle ABC is equal to the angle DEF.

∟ right angle; the right angle; as, ∟ABC; that is, the right angle ABC.

⊥ the perpendicular; perpendicular to; as, draw AB⊥CD; that is, draw AB perpendicular to CD.

∥ parallel; is parallel to; as, AB ∥ CD; that is, AB is parallel to CD.

◯ circle; circumference; 360°.

□ square; the square; as, □ ABCD; that is, the square ABCD.

▭ rectangle; the rectangle; as, ▭ ABCD = ▭ EFGH; that is, the rectangle ABCD equals the rectangle EFGH.

△ triangle; the triangle; as, △ABC = △DEF.

° degree; degrees; as, 80°; that is, eighty degrees

′ minutes of arc; as, 30′; that is, thirty minutes.

″ seconds of arc; as, 20″; that is, twenty seconds.

MONETARY AND COMMERCIAL.

$ dollar; dollars; as, $10; $200. There is no definite information on the origin of this sign, but it is probably a modified figure 8, denoting a "piece of eight" or eight reals — an old Spanish coin of the value of a dollar. It is also said that this sign is formed by the letters U S — United States — the U drawn over the S and cut off at the bottom.

¢ cent; cents; as, 10¢; 43¢.

℔ pound; pounds (sterling); as, £1; £40. This character, an L with a line across it, represents the corresponding Latin word *Librae*.

/ shilling; shillings; as, 1/6 = 1s. 6d.; that is, one shilling and sixpence; 2/10 = 2s. 10d.

lb pound; pounds (in weight); as, 1lb; 20lb. This character is the first and third letters of the Latin word *Librae*, connected by a line.

@ at; to; as, wood @ $6 per cord; flour per brl. $8 @ $10.50. This sign is said to be a graphic modification of the Latin word *ad*, meaning at, or to.

℔ per; as, sugar 8¢ ℔ lb. This character is a form of *p*, the first letter of the Latin word *per*.

% per cent; as, commission at 2½% = $3.38. Also used to denote "order of."

℅ account; as, J. Brown in ℅ with H. Roberts.

B/L bill of lading.

c/o care of.

L/C letter of credit.

number; numbered; as, # 40 thread.

CELESTIAL AND ASTRONOMICAL.

SIGNS OF THE ZODIAC.

♈ Aries, *the ram.* This sign represents the horns of a ram.

♉ Taurus, *the bull.* Representing the head and horns of a bull.

♊ Gemini, *the twins.* The ancient statue of Castor and Pollux, which was formed of two pieces of wood joined together by two crosspieces.

♋ Cancer, *the crab.* The claws of a crab.

♌ Leo, *the lion.* A corruption of the Greek letter Λ, the initial of Λεων, a lion.

♍ Virgo, *the virgin.* A corruption of παρ for παρθένος the Greek word for *virgin.*

♎ Libra, *the balance.* A rude picture of a balance.

♏ Scorpio, *the scorpion.* The legs and tail of a scorpion.

♐ Sagittarius, *the archer.* An arrow just leaving the bow.

♑ Capricornus, the *goat.* A ligature combining the letters γρ of the Greek word γράγος, a goat.

♒ Aquarius, *the water bearer.* Representing waves of water.

♓ Pisces, *the fishes.* Two fishes tied together with a string.

SYMBOLS OF THE ZODIAC.

♈ Aries — *January.*
♉ Taurus — *February.*
♊ Gemini — *March.*
♋ Cancer — *April.*
♌ Leo — *May.*
♍ Virgo — *June.*
♎ Libra — *July.*
♏ Scorpio — *August.*
♐ Sagittarius — *September.*
♑ Capricornus — *October.*
♒ Aquarius — *November.*
♓ Pisces — *December.*

MOON'S PHASES.

● new moon.
☽ first quarter.
○ full moon.
☾ last quarter.

THE SUN AND MAJOR PLANETS.

☉ *or* ☼ the sun. The first sign represents a buckler with its boss, a natural and appropriate emblem of the sun; the last sign represents the sun and its rays.

☽ the moon.

☿ Mercury. Representing the caduceus of Mercury, or, according to some, his head and winged cap.

♀ Venus. A looking-glass, an attribute of Venus.

⊖ *or* ⊕ the earth. The sign ⊖ represents the earth and its equator, while to the sign ⊕ is added a meridian line; or, as some think, the four quarters of the globe.

♂ Mars. A shield and spear, the two chier instruments of ancient warfare. Some claim this sign to be the head, helmet, and nodding plume of a warrior.

♃ Jupiter. A rude and hieroglyphical representation of an eagle — the "bird of Jove" — with expanded wings, or, perhaps, the initial letter of Ζευς, the Greek name of Jupiter, with a line drawn through it as a mark of abbreviation.

♄ Saturn. An ancient scythe or sickle, the emblem of Saturn, the god of time.

♅ Uranus. A sign made up of that for the sun [☉] and a part of that for Mars [♂].

♆ Neptune. A trident, the emblem of Neptune, the god of the sea.

MINOR PLANETS.

⚳ Ceres.
⚴ Pallas.
⚵ Juno.
⚶ Vesta.
⚢ Iris.
⚘ Flora.

These and all other minor planets are now commonly designated by a circle enclosing a number which indicates the order of their discovery; thus, ①, Ceres; ②, Pallas; ③, Juno, etc.

ASPECTS AND NODES.

☌ conjunction. This sign indicates that the bodies have the same longitude, or right ascension; as, ☿☌☉; that is, Mercury is in conjunction with the sun.

⚹ sextile. Indicating a difference of 60° in longitude, or right ascension.

□ quadrature. Indicating a difference of 90° in longitude, or right ascension.

△ trine. Indicating a difference of 120° in longitude, or right ascension.

☍ opposition. Indicating a difference of 180° in longitude, or right ascension; as ☉☍☽; that is, the sun is in opposition to the moon.

☊ ascending node; also called dragon's head.

☋ descending node; also called dragon's tail.

The signs for ascending and descending nodes originated in the fancy of ancient astronomers, who saw in the deviation from the ecliptic made by a planet in passing from one node to another a figure like that of a dragon, the belly being where the planet has the greatest latitude, and the head and tail the points of intersection with the ecliptic.

ECCLESIASTICAL.

℟ response. This sign is used in Roman Catholic and some other service books.

℣ versicle. Used in Roman Catholic and other service books to denote the part recited or sung by the priest, or person who presides at the office of prayers.

✳ A character used in Roman Catholic service books to divide each verse of a psalm into two parts, and show where the response begins.

✠ *or* ✝. A sign of the cross used by the Pope, and by Roman Catholic bishops and archbishops, immediately before their names. In Roman Catholic and some other service books, it is used in those places of the prayers and

benediction where the sign of the cross is to be made. The sign ✠ is called a square, or Maltese, cross.

† Latin cross. × St. Andrew's cross.

MEDICAL.

℞ recipe. This character is reputed to have been originally the same as ♃, the symbol of Jupiter, which was placed at the top of a formula to propitiate the king of the gods, that the compound might act favorably.

APOTHECARIES' WEIGHTS AND MEASURES.

ℨ ounce; as, ℨi, or ℨj, one ounce; ℨss, half an ounce; ℨiss or ℨjss, one ounce and a half; ℨij, two ounces, etc.

ʒ drachm; as, ʒi, one drachm; ʒss, half a drachm; ʒiss, one drachm and a half; ʒij, two drachms, etc.

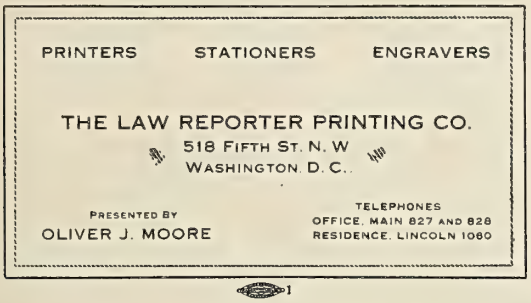
℈ scruple; as, ℈i, one scruple; ℈ss, half a scruple; ℈iss, one scruple and a half; ℈ij, two scruples, etc.

0 pint.

♏ *or* ♏℘; minim, or drop.

* * *

The business card reproduced herewith is the work of Oliver J. Moore, an apprentice with the Law Reporter Printing Company, Washington, D. C. Note how nicely the



lines and groups are balanced and how the essential points have been brought out by a pleasing distribution of white space. In the original the inner rule panel and the ornaments on both sides of the central group were run in red-orange; the rest in black on white Bristol board.

TEST QUESTIONS ON LAST MONTH'S LESSON.

What is an imprint? What is meant by the term "leaded matter"? What is a marginal note? What is a running-head? When is matter said to be set solid? What is a symbol? What is a three-line letter? What is a wrong-font?

These and many other very interesting terms were fully explained in THE INLAND PRINTER for November.

DE LUXE.

"A. J. H.," Pittsburgh, Pennsylvania.— "Kindly give the pronunciation and meaning of the word 'de luxe.'"

This expression may be found in the Standard Dictionary in two places, once under the French noun "luxe," page 1058, column 2, and again as a phrase under the word "edition," page 576, column 1. The meaning of the noun "luxe" is superfine quality, richness, or luxuriousness, and in combination with the word "edition," in the phrase "edition de luxe," it refers to a very fine, limited issue of books.— *Literary Digest.*

"GRANDMA, did you like that gumdrop?"

"Yes, I liked it very much, dear."

"Well, Towser didn't. He spit it out twice." — *Life.*

THE MONON ROUTE'S COMMEMORATIVE BUSINESS LITERATURE.

On August 27, 1911, the Monon Route — "The Swift-running" — established a new record by placing in service "The Hoosier Limited," a model train between Chicago and Indianapolis. Everything on this superb equipment was new. Nothing that fertile imagination could suggest as suitable for the comfort and convenience of travelers was omitted. It was and is a modern "train de luxe."

The duty of signalizing this notable addition to the enviable record of the Monon Route devolved largely upon Mr. Frank J. Reed, general passenger agent. Mr. Reed is a Hoosier himself, well versed in the history of his native State. The Monon Route follows the old "Indiana Trail," near which the battle of Tippecanoe was fought between the forces of General Harrison and Chief Tecumseh. On July 4, 1854, the Monon railroad ran its first train over this trail. The conception of showing the conditions in 1811 and in 1911 — the beginning and ending of a century — in a striking contrast is displayed in the illustration of the Monon Route "Then and Now," shown elsewhere in this issue. This illustration has been used in various ways in advertising the "Hoosier Limited," notably as the cover for the menu of the dining-cars of that service. This was one of the first moves made by Mr. Reed. The next was to bring together as many notable Hoosiers as possible for a good time, and to show them the kind of a road they could afford to brag about. Of course Mr. George Ade and Mr. John T. McCutcheon were among those present. A verse-making contest was one of the features — amateurs only to be contestants — but a Hoosier can not be considered an amateur in any sort of literary composition. The result of the contest is given in a handsome brochure, "Monon Madrigals," with an introduction by George Ade. The illustrations are interesting and numerous and show to advantage the adaptability of the offset press in presenting half-tone illustrations on stock consistent with that of the text.

The initiation of the Hoosier Limited has been commemorated in an unforgettable way, which is of course the essence of good advertising.

WHAT A TON OF BLOTTING-PAPER WILL DO.

It has leaked out that the champion series of baseball between the Athletics of Philadelphia and the Giants of New York could never have been played except for the forethought and rapid action of John Timorous Gibson, of the Wrenn Paper Company, Middletown, Ohio. When the ball field in Philadelphia had been turned into a quagmire from the incessant rains, and playing was so impossible as to make an indefinite postponement inevitable, Mr. Gibson, backed by the Wrenn Company, arrived in town and saved the situation. After a serious consultation with his friend, William Harmony Thompson, it was decided to try heroic measures. The two Middletown celebrities and twenty stalwart assistants went to the sod-soaked field, and, with a ton of blotting-paper, dried it with one application to a depth of two feet below the surface, and the games went on.— *Paper Trade Journal.*

A HANDSOME REPRODUCTION.

A group picture of the Virginia Printers' Cost Congress, held at Richmond, Virginia, October 5 to 7, 1911, has been handsomely reproduced in sepia tone with rich, gold border by the Franklin Photoengraving House, 632 Chestnut street, Philadelphia, and is a commendable piece of enterprising work on the part of that house.

Written for THE INLAND PRINTER.

SCIENTIFIC COLOR IN PRACTICAL PRINTING.

NO. XVII.— BY E. C. ANDREWS.

PRESSROOM DIFFICULTIES.

WITH the press and rollers in perfect condition the problem of good printing is to adapt the ink to the paper in body and drying qualities. On long runs and particular jobs it is always well to try out a few sheets of the stock, examining them carefully the next day before beginning the regular run. Further, it is well to look through the stock before it is cut, as often one side of the sheet may have a perfect printing surface, while the other is unevenly coated. Fig. 44 shows a cut taken from the first side of an actual job and Fig. 45 the results of

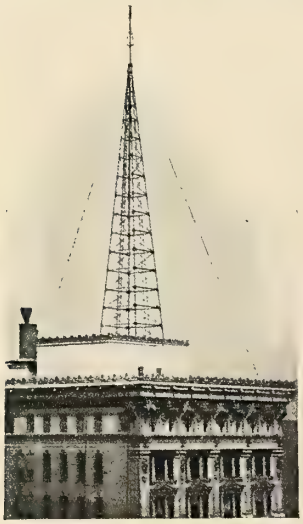


FIG. 44.

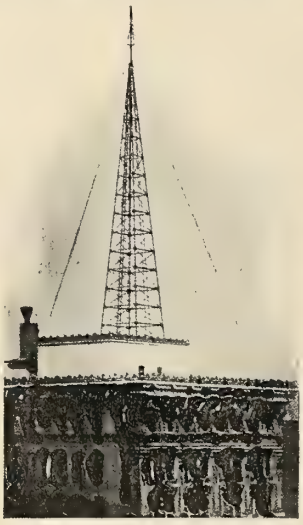


FIG. 45.

defective coating on the second side. Of course, the paperman would have been glad to have replaced the imperfect stock had he been notified before it was cut, but with half the job run it was up to the printer to find some ink which would overcome the difficulty, which meant a considerable loss of time and probably the profit on the job. To get the best results the body of an ink should be as heavy as the stock will stand. This is particularly true in half-tone printing, and it is always advisable to carry two bodies in stock, in blacks at least — both of the same high quality, but ground in one case in a heavy varnish and in the other in a soft varnish. This point was mentioned in the last chapter, but its importance can not be overemphasized. If the pressroom is not at the correct temperature of 80°, or if the stock is not hard enough to stand the heavy ink, a "picked" sheet, such as Fig. 46, will be the result. Instantly we should add a little of the soft half-tone and try another impression. If the ink still picks, add a little more, and in a short time we have solved the difficulty, as illustrated in Fig. 47. Compare this result with that gotten by adding reducing varnish to soften the ink, Fig. 48. Some printers use a soft black instead of varnish, but buy the soft black for medium-grade work. The result of adding this black to the high-grade half-tone black, while not as bad as if varnish had been used, never produces the best job. The soft half-tone should be of such quality that if the coating of the stock is unusually weak, or the room cold, it may be run straight with as good results as a heavy half-tone would give on harder stock on a warmer day. If you use a color on half-tones, be sure the inkman gives you a heavy-bodied ink. If it picks, you may reduce it with a little thin varnish or compound, or even better, a little tint base. It is harder to add body than to take it out, but for emergencies you should have on hand a little heavy varnish to add tack to a soft ink, as this method of giving body answers very well on typework.

Just what you wish to accomplish with regard to the drying of an ink depends on whether the color is the only one to be run, or whether other colors are to be printed on top of it, and how soon. In the case of the one-color job, hard drying is of no consequence save for the ink drying on the rollers. Inks that tend to rub off wet, such as black, bronze-blue, and dark colors, which, as a rule, lay smoothly, require a thin dryer, such as Japan, to help pull the color into the stock. Inks that do not lay so well, such as light greens, light blues and purples, have a tendency to powder; that is, the varnish goes into the stock and leaves the color on the surface. These colors need a heavy, or concentrated dryer, which will bind the color to the varnish on the surface of the stock.

In running process or other colorwork where one color is printed on top of another, care should be taken that the first color does not dry in spots. This is often caused by the stock being unevenly coated, and is one of the most serious difficulties which the pressman can encounter. The term "crystallization," as applied to the yellow of a three-color job drying too hard, is often improperly used to convey the idea of this unequal drying, or "drying in spots."



FIG. 46.

If a color dries too hard, but dries evenly, there are products on the market which if mixed with the second color will make it "take." Or if the first color is not dry enough it is possible to run the same plate again, adding more dryer, but in the case of the uneven drying, the only solution of the difficulty is to produce an even surface by run-

ning a solid tint-block the full size of the cuts, using magnesia or tint-base to which dryer has been added, and then starting the job over again.

In colorwork one color should follow another about twenty-four hours apart. If this is not possible, owing to



Fig. 47.

the lack of presses or the size of the job, a compound should be added to the first color in proportion to the length of time which will elapse before the second color will be printed. Compounds suitable for this work should contain nondrying substances. Generally one pound of compound to ten of color will present a good printing surface a week later, while one-half a pound of compound will allow a delay of twenty-four hours in following with the second color.

The stock has a great deal to do with the drying quality of any ink, and it is always better, as I said before, to try out a few sheets before starting the regular run. One of the best color houses in the country makes it a practice of trying out a new ink on all the stocks it uses on colorwork, and, if the ink dries properly even on one stock, it is not considered at fault in drying quality, and is adapted to the other stocks by manipulation. In other words, the inkman is not expected to furnish an ink for colorwork that will dry on any stock at random. The proposition of fitting the ink to the paper is the printer's duty, unless he submits the stock in advance and has the ink made to order. With a little practice some idea of how an ink is going to dry on a given stock may be gained by wetting the stock with the tongue and watching the rapidity with which the moisture is absorbed. If the absorption does not take place at once, you may be sure that a little dryer in the ink will do no harm.

Estimating the amount of ink required is one of the difficulties in making a price in advance on a given job. When the form is similar to one with which the printer is familiar, the amount of black required may be estimated with some degree of certainty, but where the form is made up of tint-blocks in color, the area of the tint-blocks should be measured accurately and this area subtracted from the total area of the form before attempting to gage the percentage of the balance of the sheet which is covered by type-matter. To illustrate, suppose the form measures 26½ by 38, or roughly, a thousand square inches. Figure the amount of ink for the tint-blocks, and then add to it your estimate of the amount of ink used for type-matter. With five hundred square inches of tint a thousand impressions would give an area of five hundred thousand square inches. Dividing into this area the number of square inches per pound, which the ink is supposed to cover, will give the number of pounds per thousand impressions. On enamel paper, inks will cover from one hundred thousand to two hundred and fifty thousand square inches per pound — the lighter and bulkier the ink, the greater the covering capacity. The writer has seen only one case where a covering capacity of two hundred and fifty thousand square inches was reached. In this case the tint was made almost entirely of tint-base with a powerful pigment used as coloring material. Pulp and lake colors always go further than inks made from earth colors. In the case of heavy-bodied cover inks on cover-stocks the covering capacity is less than one hundred thousand square inches, but on enamel paper the printer ought to be reasonably sure of his estimate in figuring this covering capacity per pound. Some printers who use large quantities of a given color have gone to the trouble of testing out the covering capacities of the various inks. They use a tint-block, 10 by 10, or one hundred square inches. The test is made by putting an accurately

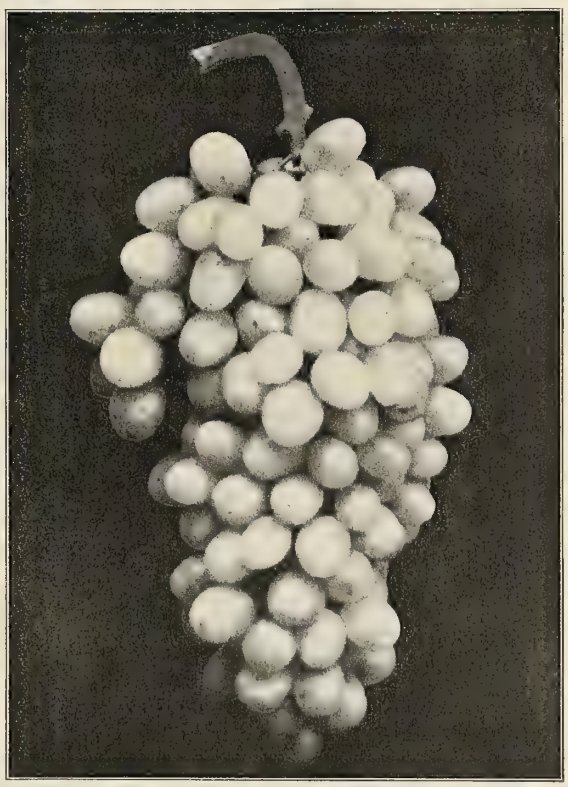


Fig. 48.

weighed amount of ink in the fountain, say, two pounds, and running until the ink is exhausted. If the result is two thousand sheets, one side, the covering capacity of that ink is one hundred thousand square inches per pound.

The more the printer knows about his business, especially about the covering power of inks, the more willing he

is to pay for good material. In the case of the exceptionally high covering capacity referred to, the printer was getting only one hundred and twenty-five thousand square inches per pound, using a white base, and by spending 10 cents a pound more for his material he was able to double this covering capacity. Such differences, of course, are the exception. The most remarkable example of increasing the price of an ink and lowering the cost was in the case of a carton manufacturer in Michigan. He was using eight pounds to the thousand of a color, evidently improperly made. He paid twenty-five per cent more and increased the covering capacity one hundred and twenty per cent.

In estimating type-matter, many printers figure fifteen per cent solid, but as this is a variable figure, the covering power of the ink in solids must be ascertained with some degree of accuracy. To do this it will pay any printer to make a few tests, and to know something about the relation of the body of an ink to its covering power, and the relation of the surface of the stock to ink consumption.

It is impossible to give a full list of all the difficulties which may arise in the pressroom, as the oldest in the business are constantly finding new problems to solve. In this list, however, there may be some points which are not generally known:

Never compare a wet proof with the copy as to color; wait until the proof dries.

Never compare an ink in the bulk with the color to be matched — the undertone may be entirely different.

For hard stocks with a soft filler use a long-bodied stiff ink, as it does not " squash " out on the edges of the type.

Do not use vermilion with electrotyped plates. Have the plates nickeltyped.

Do not run transparent yellow over black. It is too near white in value and makes the black appear gray.

Do not expect to get a delicate tint from zinc plates if the tint is made from white, as the zinc plates discolor the white, especially when they are new. If you expect to use zinc plates on delicate tints, have them nickeltyped.

Do not run vignettes over tints. The roughness of the surface of the tint causes the vignette to wear.

Do not run any color you happen to have on hand for outdoor work or where the job is to be exposed to light. Most printing-inks are not permanent for more than thirty days' exposure. Ask the inkman for special colors for work of this kind.

Be careful in printing labels for a product which is strongly alkaline, as strong alkali will destroy most colors. Ask the inkman for alkali inks and test them yourself by dipping a printed sample into a three-per-cent solution of caustic potash. If the color runs, it is not alkali-proof. The paste used in sticking on the labels will also cause many colors to run, especially reds. An alkali-proof ink will not be affected by this paste, but more inks are paste-proof than alkali-proof, among them many possessing better laying qualities.

Inks for bread labels also should be specifically ordered, as baking destroys the color.

Alcohol-proof inks are sold for use on celluloid and pyralin, or on paper where it is covered with celluloid by dipping it in a celluloid solvent and then pressing the celluloid against it.

The waste in inks properly kept in cans is less than in tube inks. Do not order tubes, as the heavy-bodied inks can not be put up in this manner.

Never put water on top of an ink to keep it from skinning. It causes the ink to congeal and become lumpy, especially at the bottom of the container. Each time the pressman takes out some ink he forces some of the water down into the cavity made by the ink-knife, so that little bubbles of water become incorporated with the ink.

Each time an ink is taken from the can, see that the top is evened off and the oiled paper replaced. If the ink is not to be used again for some time it may be covered with linseed oil or petrolatum and the can banded as when delivered.

Use old and hard rollers for running copying-ink, and sponge them with warm water before putting them on the press. If the copying-ink is too heavy, use glycerin to reduce it. The suction of rollers may be killed by sprinkling them with powdered alum. Try and keep a set of rollers for each color, but if this is not possible, spirits of wine or denatured alcohol is a good cleanser. The printers who do the best work with copying-ink not only have separate rollers for each color, but even confine the work with copying-ink to one or two presses, selecting those which are easily washed up. The "'flying" of copying-ink may be stopped by reducing the ink with alum water.

Imitation typewriter letters require special ink, special type and must be printed through silk. The old idea of using ordinary ink and giving a double impression is easily detected. In fact, the production of the imitation typewriter letter is a specialty, and the ordinary printer will find it wise as well as economical to send this work to the specialist. Even the best work of this kind is now detected in most cases — we are looking for it.

Kerosene is better to use on rollers than benzin or gasoline, as it does not crack them as much. Kerosene rubbed on the press keeps it from rusting.

When rollers are not in use, rub them with petrolatum.

(Concluded.)

SEASONING WOOD BY ELECTRICITY.

The following item from a British technical paper concerns a new process of seasoning wood in France by electricity:

"A large tank is filled with a solution containing ten per cent of borax and five per cent of resin, with just a trace of carbonate of soda. In the bottom of the tank is a lead plate, which is electrically connected to the positive pole of the dynamo. The timber to be treated is stacked on this plate, and when the tank has been filled another plate is superimposed and connected to the negative pole of the dynamo. When the current is switched on, it passes through the stack of wood between the two plates, and in its passage it is said to drive out the sap in the timber and deposit borax and resin in its place, completely filling up all pores and interstices. When the process is completed the timber is removed and dried, after which it is ready for use. It is claimed that the timber submitted to this treatment, no matter how green it may be, becomes completely seasoned." — *Consul Albert Halstead, Birmingham, England.*

THE HONOR OF THE PRESS.

Not only is the newspaper not influenced by its advertisers in the concrete, but in far too many cases it is not decently paid for its great services. I have known more than one mortgage-laden editor to defy the " money power " that held his notes. It is but a few weeks since I met a country publisher who had just been told by the village magnate that he was going to foreclose to stop some criticisms on the local government with which Mr. Moneybags had satisfactory relations. " You can print your rag in the street," said the great man. " Very well," said the editor, coolly, with his hands in his empty pockets, " I will print it in the street." — *Don C. Seitz, in Harper's Weekly.*

Written for THE INLAND PRINTER.

THE COLUMBUS TRADE SCHOOL—DEPARTMENT OF PRINTING.

BY PAUL C. CARTY, INSTRUCTOR IN CHARGE.

OUR work was originally planned to conform as nearly as possible to the routine of the country office in the old days, with the additional practices of the city office as to cutting copy, correcting galleys, running dump, etc., before the advent of machines. That is to say, straight composition from manuscript and distribution for the boy every day until he is a thorough compositor, and then switch him over to the job side. Actual experience somewhat modified original plans, which contemplated the use of no press but a proof press until the third year — which I am now more firmly convinced than ever is right. But to the layman, printing is seeing wheels go 'round — turning off motto-cards, little programs, circulars, folders, report-cards, etc. No matter how amateurish the composition, it's fine when printed, in the popular mind. But a printer knows better. He knows that any boy can do amateur jobwork, and though he might stick at it until he was gray-headed, he would still be an amateur unless instructed how to do it right. We adhered to our policy during the entire first year and until well toward the close of the second, when it seemed wiser to accede to these demands than to resist further. So we have printed an eight-page pamphlet, and will soon have finished another one of sixteen (6 by 9, nonpareil) pages (a style-book). My idea was to have the advanced, or third-year, boys handle the type set by the first and second year boys, thus securing perfect shop routine, with first-year boys as apprentices, second-year boys ranking about where the two-thirder stands, and the third-year boys approximating the full-fledged, all-around journeyman — and all of them going to school all the time. Of course, this condition could not obtain until the school had two years behind it. Then, with the third year, and thereafter, it would be a continuous routine, just as regular and consistent as the work in any actual composing-room.

But, as stated, impatience would not brook the delay necessary to reach this ideal. The doing of this work out of season has defeated our plans in some degree, but not to the extent that we can not adjust things all right next year.

The school is especially fortunate in its supply of copy. This is the used manuscript of the editorial page of one of our papers. The political editorials that might seem partisan are not used. There is a great deal of it, however, of the essay character, and on current events, educational and elevating, and by many termed classical. It isn't the plainest writing, either. After the first half year's struggle with it, the boys read it almost like reprint. They are hungry for it throughout the year, and they get nothing else. There is a path leading to the dictionary worn as smooth as glass. I might get other copy, equally good as to subject-matter, but unfortunately it is written on a typewriter. The type set is brevier, with as much nonpareil for poetry, extracts, and top credits as comes in the regular grist.



DEPARTMENT OF PRINTING, COLUMBUS TRADE SCHOOL — VIEW OF COMPOSING-ROOM.

Long before the close of the first year these boys know what good composition is, and most of them are fair compositors. Their spacing is good and their justification right — a wooden side-stick locked with wooden-wedge quoins by reasonable finger-pressure to make a galley of type lift when turned upside down is the test to which their composition is put. Thirteen ems is the measure used. They also read all their proofs — each proof carrying four to six signatures. I read it last, and use a red pencil. There are some proofs without a red mark. I then transfer the marks to a clean proof, marking it as perfectly as I can; thus they always correct from a properly marked proof. They carry the picture of it with them.

Our day is five hours long. (Mine is fourteen.) The boys are in the shop half of the time, and in the schoolroom the other half. In addition to their regular academic work, I give them spelling every day for a half hour. That is, I did up until we had to run the press before we

were ready for it. This necessitated omission of the spelling as well as other instruction planned for the close of the year. Next year I expect to give all of them spelling throughout the year. I am sure any printer will agree that time devoted to spelling is better for a boy who aims to be a printer, than time devoted to feeding a job press. Not that he should not be able to feed a press, but if either one must be omitted it had better be the feeding. In their academic work the boys now have grammar, etymology, geography, history, arithmetic, and civil government. Next year I think the third-year boys will have physics and rhetoric in addition. I have persistently done all that I could to have those in authority emphasize the cultural part of our print boys' education. These boys have almost as much time for study and recitations as do the boys in the grade schools. Boys who have failed in the sixth and seventh grades and come to us are the ones with whom we have had little or no success.



PAUL C. CARTY.

The second-year boys have been on nonpareil nearly all the time, with an occasional take of brevier for variety. They have set stock tables, baseball scores, and other kinds of tabular matter. They can cast off a table and set the box-headings in a way — well, I am sure they will never have to hang a table back on the hook. They set display (under direction), and the mechanical part of it is just as good as in their thirteen-em straight matter.

The third year I intend to instruct the boys in display composition and imposition. This will in some measure modify the work of the first and second year classes. To just what extent I hardly know. But I know I will then break in the younger boys to feeding the job press, and the second-year boys will know of displaywork in a way that the present second-year class could not have the opportunity of knowing.

The time is so limited — less than six months of eight-hour days is the actual time covered in our three-year course — that I feel anything in the nature of sheer work, without the element of instruction in it (like feeding and washing-up presses), is almost a wanton waste of the boy's time. There is so much that a printer ought to know which can be taught in a school, that the boy and young journeyman in a shop must get hit-or-miss in these intensive days, that I am impelled to make of this one, in so far as I can, a place of instruction every minute of the time, and its chief product boys, with just as much of the printed product as is incidental to their education.

We know that printing may be handled from the manual-training standpoint, which is the way the public schools of this country have commonly treated it; or the boy may be trained to follow the trade, how successfully (in the public school) is for the future to determine. I believe it can be done with a great degree of success. (If the boys do not all actually work at the business, their education, or rather training, will be such as to increase their efficiency in commercial life.) My experience has convinced me that, given a qualified man who honestly wants to teach printing, his efforts will be negatived by the demand for printed product. I believe this is the stumbling-block in the way of printing-trade-school success. In the production of printing-trained boys, material production should be no part of an instructor's concern. Output is output, and if the jobs are on the hook and the school is subject to requisition from any source for job-printing, to just that extent must it cease to be a school and become a shop — a shop manned by children, with no complement of journeymen; and the teacher no longer teaches first, but foremanizes first a force of boys, and teaches afterward as much as he may, or as is incidental to the necessarily restricted line of work a school-shop will handle. Thus teaching is secondary to production. Part school and part municipal plant, as it looks to me, creates a quasi institution that neutralizes the good in both.

That the work must be "real" in order to have the boys' interest is not true. This may or may not be true as to other trades. I will not dispute it. But the man who takes this view of the printing trade misses the mark completely: the propriety of a comma or semicolon, of a word "up" or "down," of a dash on one end of a line or the other, of the thirty-sixth or seventy-second part of an inch (a one or two point lead), in the whiting-out of display, the intolerable slovenliness of a one-point space where a three-point space ought to be — such as these are the real things in this business, as I see it. While these things mean absolutely nothing to the inexpert, to the boy inoculated with the printing germ they loom up bigger than a steam engine or a cylinder press. These and like considerations pertaining to his business absorb his whole attention. He thinks and talks in these terms. He is even willing to study his books, realizing the value of all the book-education he can get. He lives in a true printing-office atmosphere. To get him into it ought to be our constant care. To needlessly pull him out of it seems absurd.

If any one establishes a school to be conducted on the manual-training basis, and he is a nonprinter, as many such instructors are over the country, what I have written of our work and conditions here will probably be of little interest to him; but if he is a printer going into the work with enthusiasm, prepared to work twelve to fourteen hours a day, and like it, and sanguine of bringing up boys who will go to the front as skilled craftsmen, I feel that my experience and plans will not be altogether uninteresting to him.

TYPOGRAPHICAL ERROR.

Howell — Did you print a kiss on her lips?

Powell — Yes; but when her husband happened to come in, I realized that I had made a typographical error.

CHRISTMAS printing — printing suggestive of the holiday season — is the feature of greatest interest in this month's insert, the last six pages showing some suggestions for the arrangement of various appropriate typographic forms. The holiday season brings to the printer a certain amount of work in the nature of programs, menus, greetings, etc. On this page and the one following are shown examples of the work of Edward A. Frommader, of Des Moines, Iowa.

ELECTRIC
SUPPLIES



MIDLAND
ELECTRIC
COMPANY
613 GRAND AVE., DES MOINES

COOK
BOOK



IOWA
METHODIST HOSPITAL
DES MOINES

Type-designs by Edward A. Frommader, Des Moines, Iowa.
(See Job Composition Department.)

Millinery Creations

Lederer, Strauss & Co
Wholesalers Des Moines



MENU

EVANS' CAFE
DES MOINES
IOWA

Type-designs by Edward A. Frommader, Des Moines, Iowa.
(See Job Composition Department.)

A Holiday Announcement

Stevenson & Smith invite your attention to their Holiday Display of Novelties in Leather, Choice Collection of Souvenirs, Metal Goods and Decorative Pottery for the Library, also a large line of Sterling Silverware, all of which offer exceptionally attractive opportunity for the Christmas buyer

Stevenson & Smith
48 Washington Street

A holiday announcement.



The Human Machine

Sorrow comes from misdirected energy —somewhere. The steam engine has a governor—which regulates and controls its energy. If it were left off, danger and death would be imminent. The human machine is governed by a head and a heart, but these in turn must be governed by the Christmas Spirit. Where the head and the heart govern alone, beware of the Human Machine. Where the Christmas Spirit joins with them, the Human Machine is an automatic power for good. Be a Human Engineer and put on all the fittings.—*A. H. McQuilkin*

NEVERLOST

COME, join the Neverlosts! Love is never lost, but always returns to enrich the giver. Love is not singular in this; for all good deeds, all kind thoughts, all generous and self-denying ministrations come back richly laden, blessing and ennobling the source that gave them birth—the company of the Neverlosts.—*A. H. McQuilkin.*

Suggestions for motto-card arrangements.



Menu

Manhattan Cocktail

Bluepoints

Clear Green Turtle, en Tasse

Roast Turkey, Cranberry Sauce

Punch Chartreuse

Richelieu Ice-cream

Coffee

A menu suggestion.

CHRISTMAS



GIFTS



for old and young, in great variety at unusually moderate prices, can be had now at our store. These goods have been selected with a view to economy, style and beauty, and measure well with our standard of quality. Many new and beautiful things can be had in our stock — things that have never before been offered for sale — and we can satisfy the tastes of the most particular people. A visit at our store will suggest many a good idea for presents for your friends, and the stock from which to choose being practically unlimited will secure the greatest satisfaction. We were fortunate to secure many valuable things for this season. As the busy season is approaching we advise early selection.

BRANDAW'S STORE

THE STORE THAT GIVES SATISFACTION

63 So. WASHINGTON STREET, PLYMOUTH GROVE

An advertising announcement.



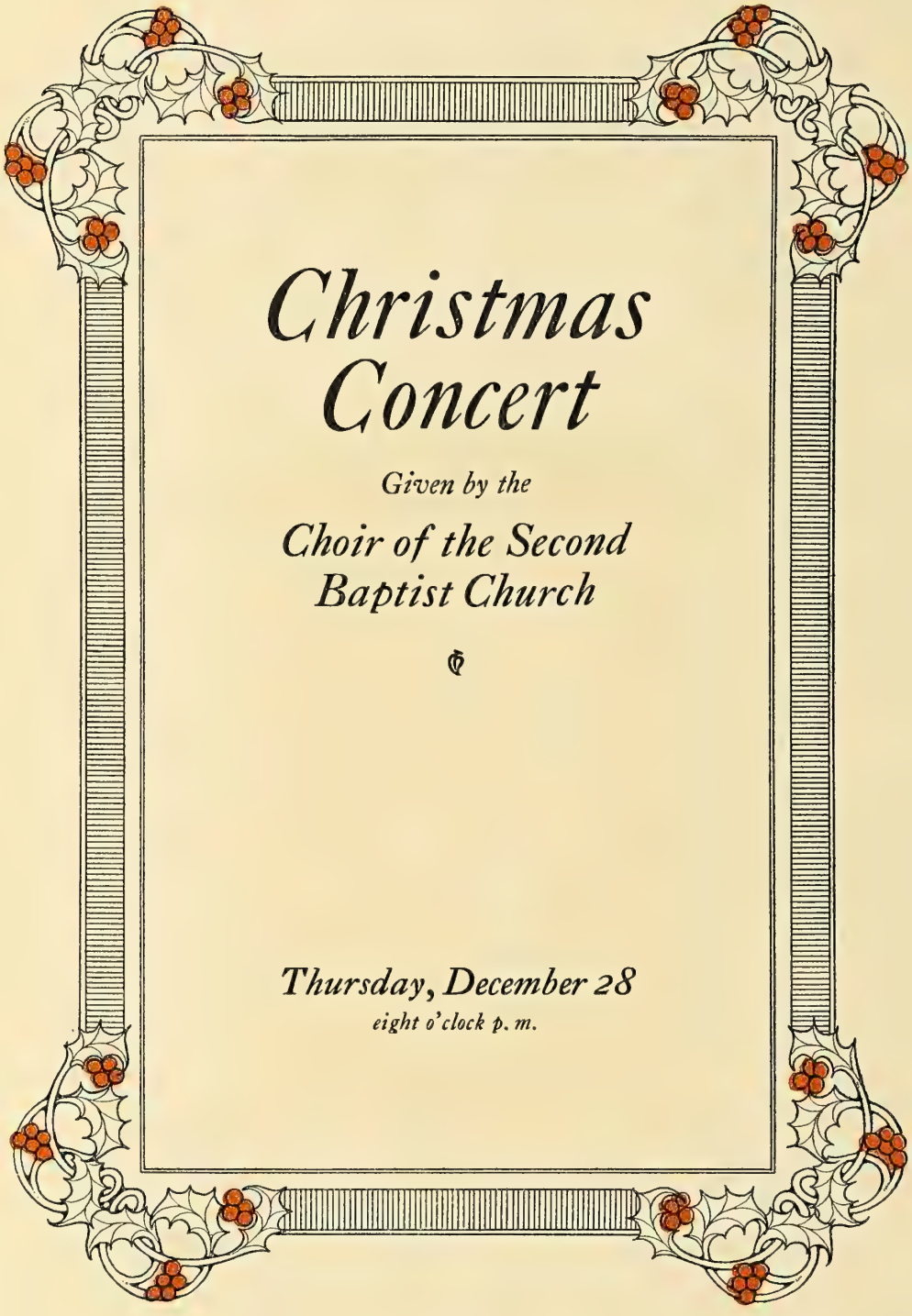
The Coming of Santa Claus

A Christmas Play
in Four Acts

Handel Hall, Sunday, December 24, '11

Given by the
Young People's
Club

Suggestion for a program page.



Suggestion for a program title-page.

Job Composition

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Edward A. Frommader.

Another printer who has acquired the habit of winning prizes in typographical contests is Edward A. Frommader, of Des Moines, Iowa. Not only does he win prizes — he wins first prizes. Last year he won four of them. Since the time, some four years ago, when he first entered the ad.-setting contests of THE INLAND PRINTER, he has been a prominent figure in the display competitions conducted by the various graphic-arts journals.



EDWARD A. FROMMADER.

Frommader was born in Jefferson, Wisconsin, in 1880, and, not being able to avail himself of the privilege of woman to stop counting the years when the twenty-eighth has been reached, he has registered them all and is therefore thirty-one years old. Like most people who break into the biographical column, his early days were spent on a farm. Ever notice that practically every one you read about was born on a farm? Sometimes when one reads of people it seems as though those of us who did not get that "farm boyhood" were handicapped right from the start. To be successful, it seems almost as necessary to be born on a farm as it is to be born of poor parents.

Frommader's education was acquired in what is popularly termed the University of Hard Knocks. He was the oldest of six children, and his parents were unable to give him more than a grade-school education, high school being out of the question. Influenced, perhaps, by the galaxy of hall-of-fame stars who began life in the print-shop, they decided that if Edward could not have a high-school education the next best thing would be an apprenticeship on a newspaper, and so, at the age of fourteen, he "accepted" the position of "devil" with the Jefferson *Banner*, published by an uncle — O. F. Roessler. After serving a portion of his apprenticeship he left to take a similar position with the Fort Atkinson *Chronicle*.

Sometimes the question of "getting a chance at display work" — that goal of all ambitious apprentices — depends upon the boy himself. In Frommader's case this was true. His work on the *Chronicle*, consisting of keeping the shop clean, running errands, setting straight matter, etc., left no time for display work, so one Sunday he went to the shop, took a four-inch double-column advertisement from the copy-hook, and proceeded to put into practice his ideas of typographical display. As it was manuscript copy, and the time was his own, he had a free rein. The next day "the boss" discovered the advertisement. It looked good to him, and he ran it without alteration. From that time on, Frommader had his coveted chance at display composition.

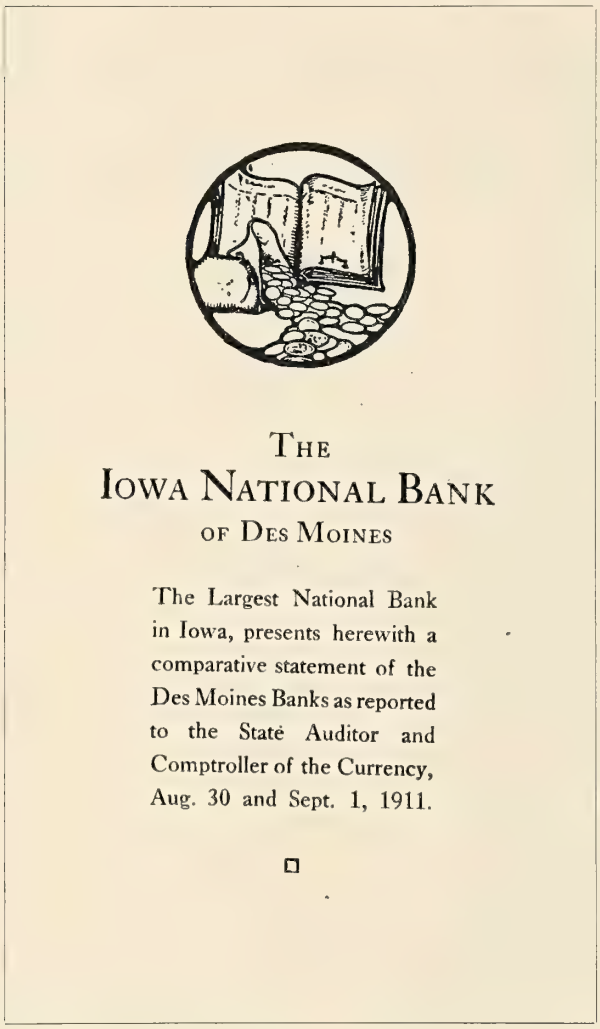
After leaving the *Chronicle*, he worked for a year on a German newspaper, the Watertown *Weltenberger*, and from there went to the Waukesha *Press*, where he took charge of the pressroom. He did not have much knowledge of presswork, but with the aid of technical journals and plenty of study, he had no trouble in making good.

After a few years at presswork, the call of the composing-room became too strong to resist, and he took a position with Desaulniers & Co., Moline, Illinois. After spending a year with that concern, he went to the Kelmscott Press, Downer's Grove, Illinois, where he remained eight months, then going back to take the composing-room foremanship for Desaulniers & Co. This last position he held for five years.

To his association with George S. Murphy, then superintendent of the Kelmscott Press, Frommader attributes his interest in the better class of typography. Mr. Murphy made it a practice, when making alterations in proofs, to explain to the compositor just why the changes were made, thus removing his suggestion for improvement from the basis of dogmatic assertion which characterizes all

too much of our composing-room criticism. There is no doubt whatever that if foremen would universally adopt the method of backing up their criticisms with the "why" therefor, we would have more good compositors.

Having always had a desire to go into business, Frommader left Desaulniers & Co. on last August, and, with



Frommader's designs are excellent examples of simplicity in type arrangement.

Benjamin S. Harrison, formerly superintendent of the *Iowa Homestead*, and George S. Murphy, opened up a plant at Des Moines, Iowa, incorporating under the name of the Federal Printing Company. The plant consists of a good selection of composing-room material, a cylinder and four platen presses, each of which is operated by an individual motor. Twelve people are on the pay-roll.

Frommader has a keen sense of "the eternal fitness of things" in typography. The range of his work is wide, from the most decorative to the severely simple, and he



THE LARGEST CATCH OF THE SEASON.
Mr. and Mrs. Frommader on a fishing trip.

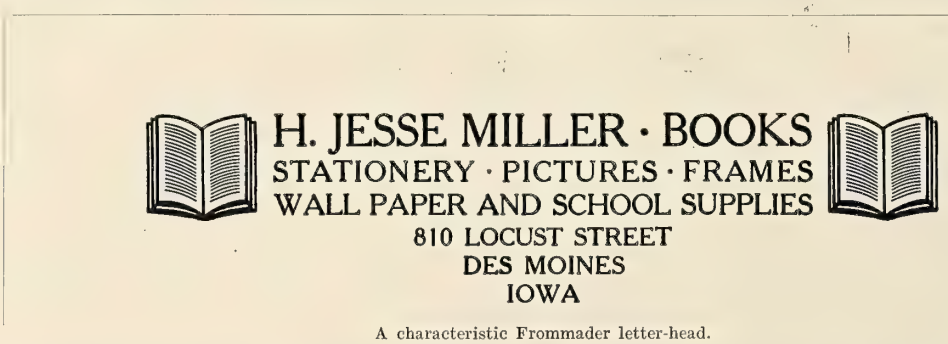
treats each piece of display in the manner best fitted to the nature of the work. He not only takes great pride in good display, but looks carefully after the small details that go



An interesting business card.

to make or unmake the finished job. Reproductions of his work appear here and in the accompanying insert.

If there is any one thing that Frommader would rather do than design printing, it is to go fishing. He is not strong for clubs, societies, etc. (although his portrait would indicate that he could "make good" at the social game), but given an opportunity to "wet a line" in the pursuit of the bass and pickerel, for which his native State is famous, he asks for nothing better. The accompanying photograph of the largest catch of the past season shows that his ability with the reel is not less than his ability with the composing-stick. His wife is also a fishing enthusiast, as the illustration will show.



A characteristic Frommader letter-head.

Specimens

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

C. E. SYLER, Vandalia, Missouri.—All of the specimens are excellent, the program for the old-time concert being unusually effective.

LETTERHEAD PRESS, New York city.—The examples are well designed and printed, your use of gray stock and gray ink being very effective.

HARRY W. LEGGETT, Ottawa, Canada.—The little folder is very pleasingly gotten up, and we find nothing to criticize in the manner in which it has been handled, either as to typography or harmony of colors.

THAD. S. WALLING, New York, sends us a copy of an unusually attractive menu which he prepared for the Club Printing House Craftsmen, of New York. The pages are hand-lettered and printed in green and orange.

IN the specimens of the current month, the work of the Meyer-Rotier Company, Milwaukee, stands out the most prominently. A group of booklets and catalogues, designed and printed by this company, which furnishes complete advertising service, contains some of the most attractive specimens we have seen in some time. Not only are the designs unique and

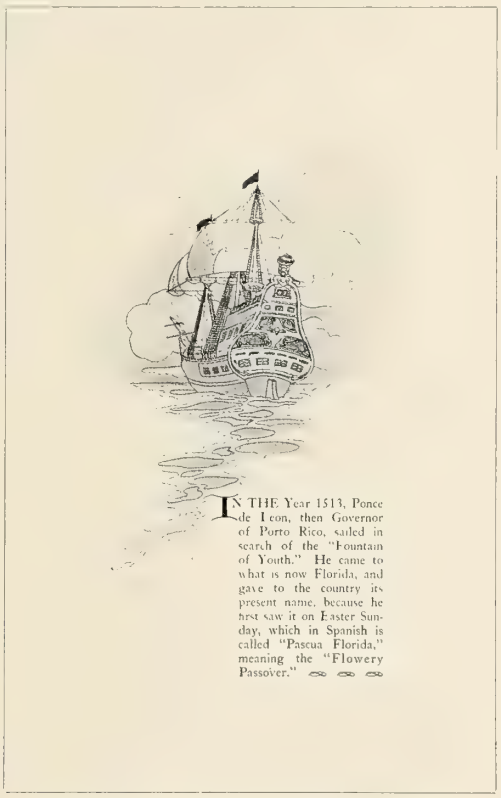


Artistic cover by the Meyer-Rotier Company, Milwaukee.

pleasing in conception, but the printing throughout is of the highest order. We show herewith a reproduction of some of the designs, the originals of which are in various combinations of gold and colors.

A. K. NESS, Cheboygan, Michigan.—The specimens are all very nicely gotten up as to typography, and with the exception of the motto-card entitled "Cheer Up," the colors are also good. On this particular card we think the greens are rather too strong and that some combination more subdued, such as you have used on the motto entitled "Smile," would be very much more pleasing. The bill-head for the McMullin Printing Company is an unusually effective arrangement in the plain types.

FROM the Gujarati Type Foundry, Bombay, India, we have received specimen books of type and ornaments. Many attractive series are shown, together with a large line of decorative material. This foundry is the first one in India to cast types on the American point system.



A title-page by the Meyer-Rotier Company, Milwaukee.

GEO. M. SCOTT, Idaho Falls, Idaho.—The blotter is unusually effective, both in design and color, and you have had considerable success in the use of patent leather for the tint-blocks. The work has been well handled throughout.

THE Rice Press, Flint, Michigan.—The blotters are nicely gotten up, and the argument used thereon is excellent. We would, however, prefer to see the tint of a brighter color than gray, as at present there is hardly enough contrast between the two colors.

THE poster for the "Sixty-second Annual Reception and Ball of New York Typographical Union, No. 6," is an attractive piece of design in black, gray and gold, the feature line being hand-lettered. It bears the imprint of the Kalkhoff Company, of New York.

C. F. SKELLY, Altoona, Pennsylvania.—All the specimens are well arranged, and we find nothing to criticize either in the typography or in the selection of colors. Possibly the lowering of the rules above the line, "Mirror Printing Company," on the blotter printed in yellow and brown,

would be an improvement. This, however, is only a small item, as the general appearance of the job is very satisfactory. Your use of tint-blocks on the label is excellent and the results are very pleasing.

Among other specimens, the Marsh Printing Company, of New Philadelphia, Ohio, sends a copy of the "M. P. Co. Primer," a booklet gotten out to advertise the product of the Marsh Printing Company. The booklet is
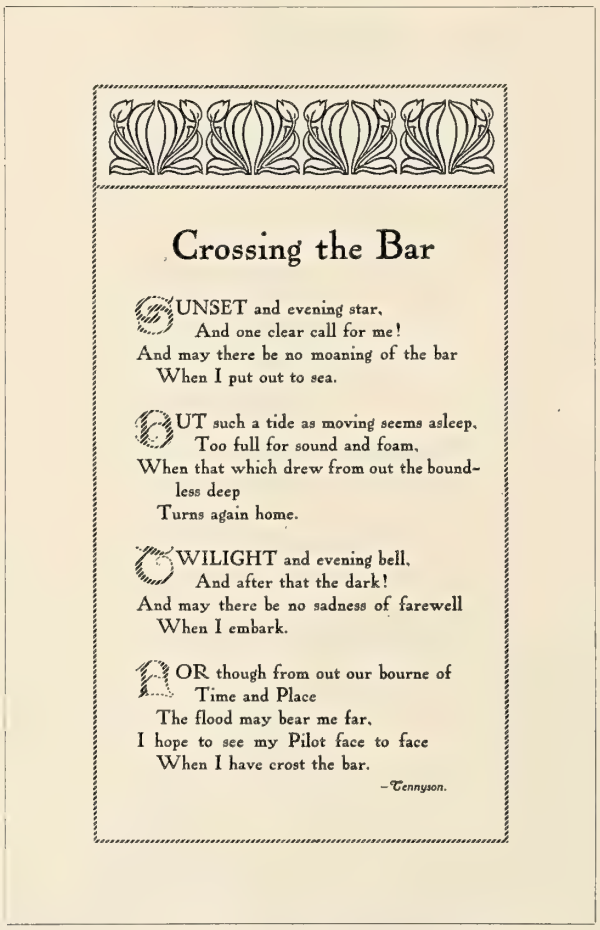


Cover and two inner pages from a booklet by the Marsh Printing Company, New Philadelphia, Ohio.

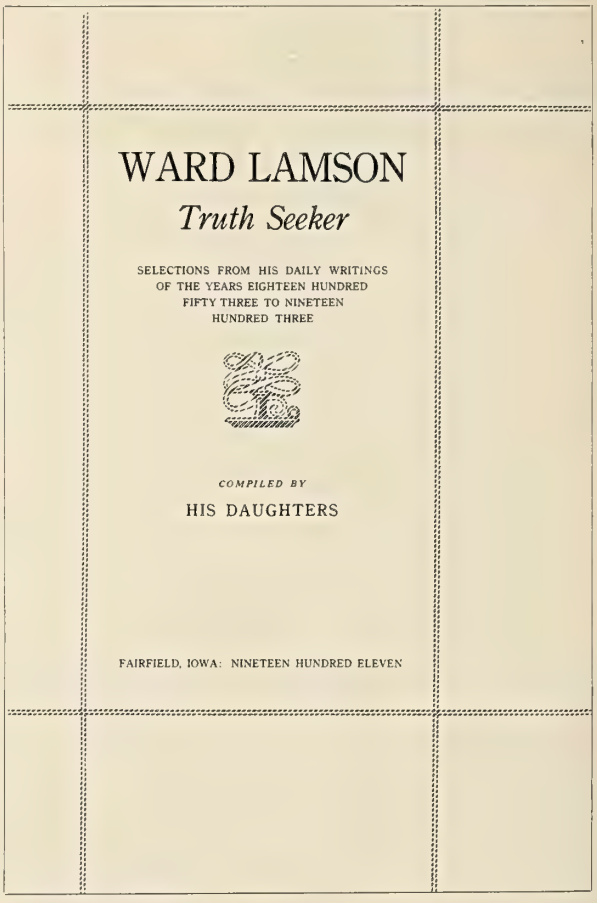
C. Harmony, Sapulpa, Oklahoma.—Your commercial specimens are very pleasing, the letter-head for the Frisco Drug Company being unusually well handled. The color combinations throughout are good, and we find nothing whatever to criticize in any of the specimens.

arranged in alphabetical form, each letter being followed by a short rhyme. It is printed on gray stock with green border and the text in black, with initials in red. We show herewith reproductions of some of the pages.

From McMullin & Woellhof, Burlington, Iowa, we have received another package of the high-class specimens for which this firm is noted. The type



By McMullin & Woellhof, Burlington, Iowa.



Attractive typography by McMullin & Woellhof, Burlington, Iowa.

arrangements and color schemes are unusually pleasing and indicate a careful attention to detail not ordinarily found in commercial work. We show herewith some of the specimens, the originals of which were in red and black.

From the Cooper Gravures Company, San Francisco, we are in receipt of specimens of attractive offset printing, characterized as "Cooper Gravures." Perhaps the most attractive feature of this work is the letter-head of this company printed in various tints and colors.

From F. G. Berti, printing overseer for E. S. Wigg & Son, Perth, Australia, we have received a package of very attractive specimens. The typographical arrangements are very satisfactory and the color schemes



Attractive booklet cover from E. S. Wigg & Son, Perth, Australia.

are very good, although, in one or two instances, we note combinations which are rather too bold and striking. Among the most attractive of the specimens is a booklet cover, a reproduction of which we show herewith.

In the handsome booklet, entitled "The Message," the Union Bank Note Company, of Kansas City, Missouri, shows some excellent examples of its high-class typographical designing. Some of the specimens are printed in several colors and tipped on the pages of the booklet, the effect being very pleasing.
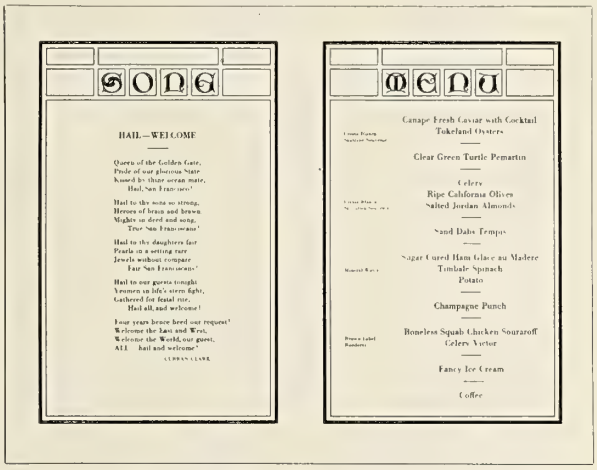
E. R. Alexander, principal of the Polytechnic School of Printing, London, England, has sent us the "Polytechnic Typographia for 1910-11." The book contains excellent illustrations of work done by students in the school during the year, the type-designs being well arranged and the presswork unusually good.

J. B. Miller, Bucklin, Kansas.— The typographical arrangement of the four-page circular is very pleasing and satisfactory, although the presswork is not as good as it should be. On neither of the colors has enough ink been used properly to cover on the antique paper. The color combination in itself is very good.

Gardner Office Supply Company, Springfield, Missouri.— Both of the specimens are exceptionally well gotten up, and we would congratulate you upon the harmony of the colors used. Their relation to each other and to the stock indicates a taste in the selection of colors which is productive of the best effects.

The Huntley S. Turner Press, Ayer, Massachusetts.— The small circulars are exceptionally well handled, both as to typography and color, but we think that the large one contains too much red. The same design, using a less bright color than the red, would be very satisfactory, but as it now stands, the border overshadows and kills the effect of the text matter.

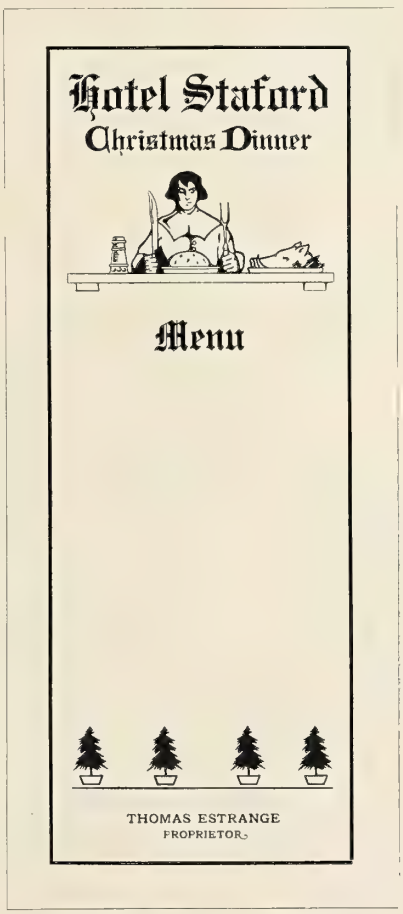
Brown Printing Company, Camden, Arkansas.— The running of your trade-mark around the letter-head is a very unusual feature and is very pleasing, although we think that a little space between the monograms across the top and bottom would add to its general good appearance. We also note the embossotyped letter-head as being unusually effective, although some of the smaller letters have the appearance of being rather filled up.



Attractive typography from Taylor, Nash & Taylor, San Francisco.

From the Taylor, Nash & Taylor Company, San Francisco, California, we have received a package of exceptionally high-class specimens of commercial work. We show herewith a reproduction of one of these pages, these menu pages being especially suggestive of the work of Mr. Nash.

From the Larew Printing Company, Knoxville, Tennessee, we are in receipt of a package of specimens labeled "Christmas Advertising," and



Christmas printing by the Larew Printing Company, Knoxville, Tennessee.

showing a group of unusually pleasing designs suggestive of the Christmas season. We show herewith a reproduction of a menu design, which clearly indicates the nature of the balance of the work.

W. Dickson, Uvalde, Texas.— We would suggest that all of the lines on the cover of the catalogue be centered, as a more symmetrical design could thus be secured. As a usual thing, the side arrangements are not as pleasing as the centered ones. The title-page is very pleasing, as are also the advertisements, although in the latter the use of rules which harmonize in tone with the type would help in some cases. The paper is nicely gotten up.

A. A. Craig, of San Bernardino, California, sends us a copy of a poem which may be of use to some of our readers in the approaching Christmas season. Mr. Craig, who is a machinist-operator, does not claim to be a poet, but the reproduction shown herewith will indicate that he has other



O, Star of Bethlehem

By Albert Augustus Craig

O, Star of Bethlehem, thy light still burns as clear on Christmas morn, as did the flaming beacon bright that told the world that Christ was born. O wondrous star of heaven's flame, that told men that God's son He gave, to bear the suffering and shame, that we might live; our souls to save. Down through the years thy light shines on, a brighter, steadier, broader beam, to guide us to the millenial dawn, to teach us God's eternal theme. Then let us help to spread the light, to tell of heaven's gates ajar, to show all men the wondrous sight, the glorious, blessed Christmas Star. And let us pass our Christmas cheer by might of word and might of deed, and while we pause to drop a tear for all God's poor, let's help their need. For inasmuch as ye have done a kindness to the very least, 'twill be as unto Christ, the Son, that ye have ministered a feast. And let us guide their feet aright, and not their weaknesses condemn, but lift them up to face the light. O, wondrous Star of Bethlehem.

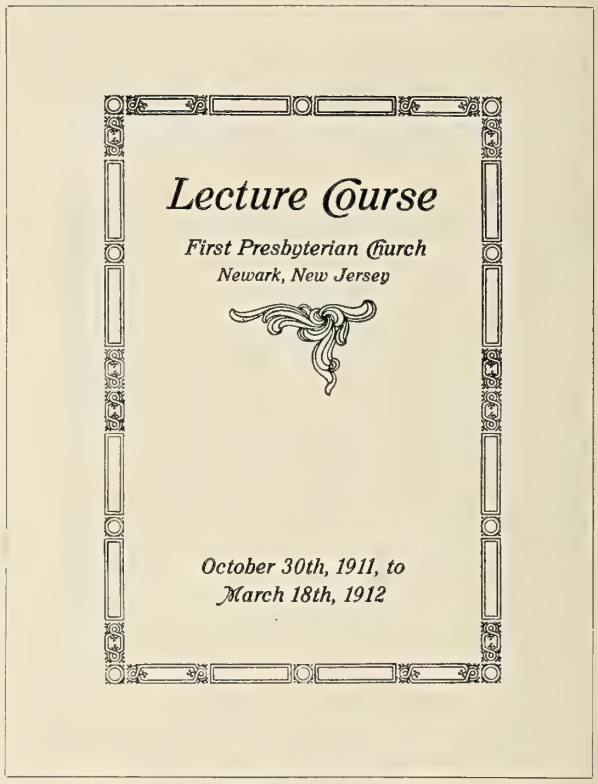
An interesting poem, cleverly arranged, by A. A. Craig, a machinist-operator, of San Bernardino, California. Also a photograph of Mr. Craig's home.

accomplishments besides "pounding the keys." The poem, the arrangement of which is unusually clever, was printed in the *Evening Index*, San Bernardino, California. We also show a reproduction of Mr. Craig's home.

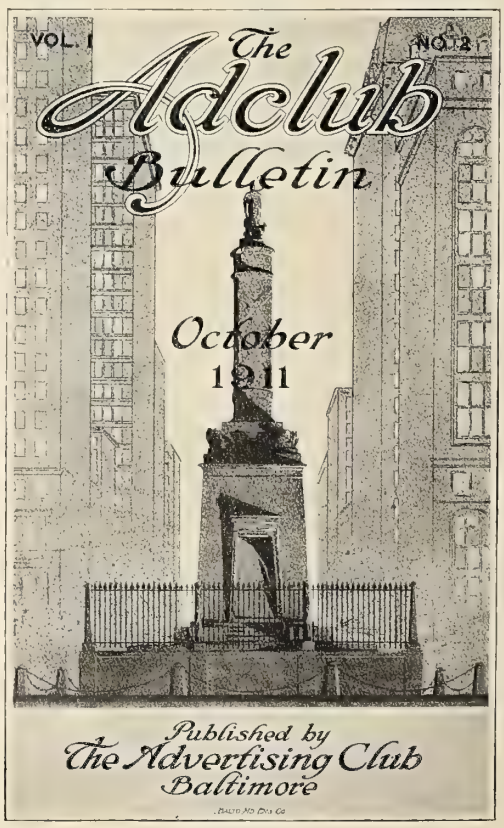
Arthur H. Farrow, Newark, New Jersey.— Of the commercial specimens which you have sent for criticism, we like best the arrangements of cover-pages for the various programs. We show herewith a reproduction of the "Lecture Course" page, on which the combination of ornaments and type is unusually pleasing.

W. G. Campbell, St. Joseph, Missouri.—This circular is very nicely gotten up, although, where so much underscoring is used, a little more space in the margins would be more pleasing, likewise a little more space between paragraphs. The rule which has been used to underscore the two lines at the top of the page is rather too heavy, as it overshadows the type and is the most striking spot at the top of the circular. We would suggest that two rules of equal weight would be more pleasing than the heavy and the light one.

We show herewith a reproduction of the cover of the *Adclub Bulletin*, published by the Advertising Club, of Baltimore, the original of which, printed in black and red-brown on white stock, is an exceptionally pleasing piece of design and colorwork. The booklet is well printed throughout, the half-tones being very fine. It bears the imprint of the Munder-Thomsen Press, Baltimore.



Pleasing typography by Arthur H. Farrow, Newark, New Jersey.



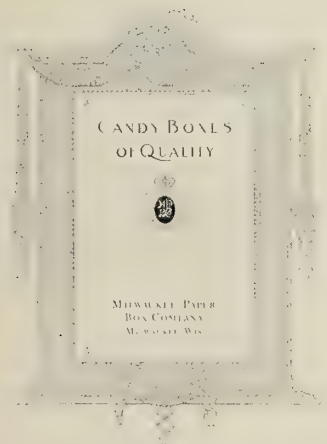
An attractive cover-page.

Dot Martin, Batesville, Texas.— The letter-head and envelope are both pleasing in design, although we think that on both of them, and on the envelope in particular, the keeping of the design in one series of type would

have been more satisfactory. We note that the two lines in the upper panel of the envelope corner-card do not harmonize in shape as well as they should, because of the fact that one is considerably more extended than the other, and neither of these lines harmonizes in shape with the gothic italic used on the balance of the card. The color combination, both as to colors of ink and the stock, is very pleasing.

We show herewith a reproduction of a unique booklet cover gotten out by the Klau-Van Pietersom Company, Milwaukee. The original, printed in black, green and orange on rough white stock, is unusually effective. We also show the title-page of the catalogue gotten out for the Milwaukee Paper Box Company. The cover was printed and embossed in red, gold and gray on white stock.

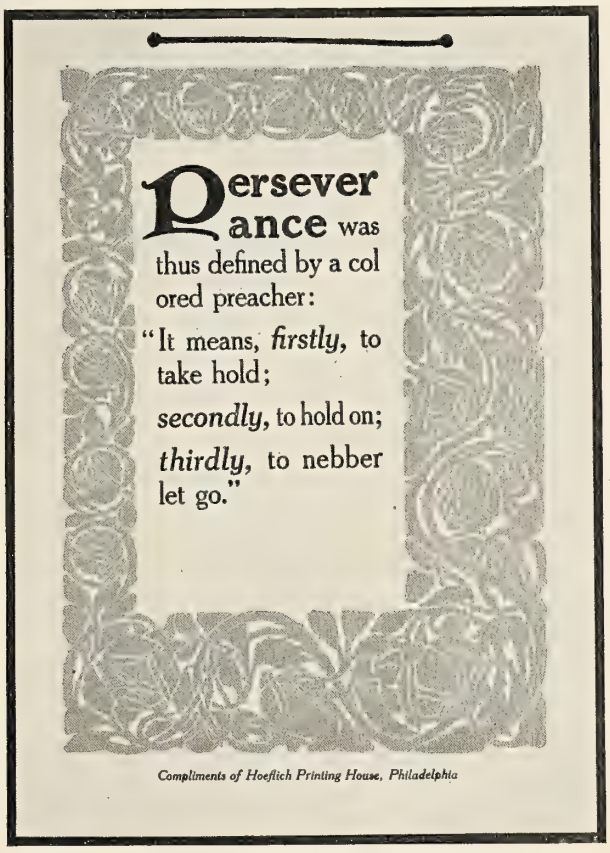




Handsome specimen by the Klau-Van Pietersom Company, Milwaukee.

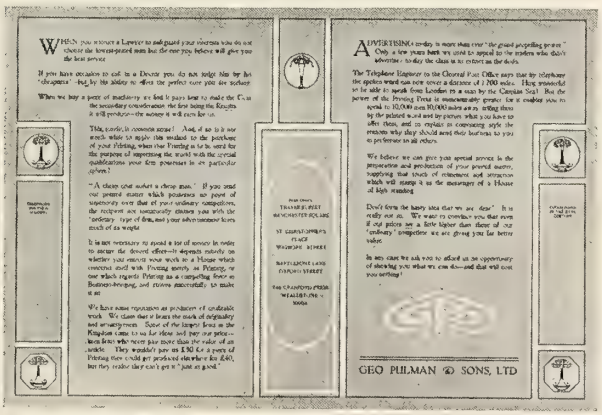
Chas. W. Williams, Berkeley, California.— Both the letter-head and the envelope are unusually pleasing in type arrangement as well as colors, and we find little in either of them to criticize. We would, however, suggest that, on the card, the ornaments placed underneath the firm name be drawn in a trifle, so that they will line up with the ends of the line and not extend beyond them. We think that the amount of space placed between the words "Printed" and "Matter" is excessive, and would suggest either the use of a different type or a letter-spacing of these words in order to avoid this large spot.

From the Hoeflich Printing House, Philadelphia, we are in receipt of a number of exceptionally high-class specimens, most of them of an advertising nature. The typography of each of them is very pleasing, and the color combinations — most of them subdued ones — are unusually effective. Among the group are several motto designs, one of which we show herewith.



Motto design by the Hoeflich Printing House, Philadelphia.

Ryan & Hart Company, Chicago.— The booklet for the Fort Dearborn Trust and Savings Bank is nicely gotten up, although we think that if you had made the cover a trifle stronger, or the title-page a little less strong, the effect would have been much more satisfactory. The use of light letters and decoration on a dark cover-stock, with heavy lettering on the white title-page, does not produce a consistent piece of work, as the title-page appears to be stronger than the cover. We also think the type throughout the booklet is a trifle bold and that the use of smaller sizes, together with wider margins around the pages, would be more pleasing.



Interesting design by Geo. Pulman & Sons, Ltd., London, England.

It is seldom, indeed, that one has the pleasure of reviewing as interesting and attractive a collection of specimens of printing as that which has been received from Geo. Pulman & Sons, Ltd., London, England. All classes of printing-house products are represented, the processwork and embossing being perhaps the most effective. The typography and selection of colors are uni-

formly excellent, and the two reproductions shown herewith will give an idea of the character of the work as a whole.

CHAS. M. WILSON, Clayton, New Jersey.— The title-page is very pleasing in its conception, although you have used just a trifle too much rule and ornamentation for the size of type in which the text is set. We think that if you were to use upper and lower case of a size or two larger, instead of capitals, you could make it more readable and of a size sufficient to carry the rules and borders. Where we have one or two catchwords, such as "of" and "the," in a group of display matter set in capitals, it is not only permissible but frequently desirable to put them in lower-case or italic,


THE INTERNATIONAL
FUR STORE
REGENT STREET

FINE QUALITY FURS
AT MODERATE PRICES

The Directors of this world-famed Fur Store have pleasure in submitting photographic representations of a few of the Company's New Designs, specially prepared for the Autumn and Winter Season (with descriptions at foot of each page), and intending purchasers are respectfully invited to visit the Establishment to view the Original Models, which represent, however, only a proportion of the large and comprehensive stock of beautiful Furs to be seen in the Company's Showrooms.

ONLY ADDRESS
163 & 165 REGENT STREET, LONDON, W

Handsome title-page by Geo. Pulman & Sons, London, England.

but where there are too many of these words in a group, they spoil the general effect. This is the case in this particular heading, and for that reason we think that setting it all in lower-case would be more pleasing.

LIONEL WARD, Vancouver, Canada.— As between the two title-pages, we rather prefer the one marked "B," as the grouping of the text matter, rather than spreading it across the pages, makes for a more simple design. On both of the pages, however, we note that you have used too much space between the words in the lines of text, and would suggest that wherever this letter is used the words should be closely spaced. The ornament which you have used in the page marked "B" is just a trifle heavy and rather overshadows the type matter underneath which it is placed. We also think that if you were to place the upper two lines of the group at the bottom of the page underneath the other lines, the shape of this group would then harmonize more closely with the shape of the group at the top and give the page a better appearance as a whole.

FAIRMONT PRINTING & LITHOGRAPHIC COMPANY, Fairmont, West Virginia. — Both of the specimens are very attractive in appearance, although we think that the principal panel of the title-page for the Young Men's Christian Association leaflet would be more satisfactory if the lines had been centered rather than placed at one side. This would give a symmetrical appearance, harmonizing with the lower panel. We would also suggest that instead of making the page in three panels of equal size, you make the upper panels smaller, thus raising the cut a trifle, rather than placing it directly in the center of the page as you have done. Where panels are equal in size, or where the center panel cuts the length of the page into equal parts, we do not secure the proportion in the sizes of the groups which is necessary for the most pleasing typographical designing.

ORA L. DIBBLE, Farmington, Missouri.— We would suggest that where you have a large group of reading-matter, such as the title-page for the program of the Missionary Union, you use a type-face that is more easily read than the text letter. We would also suggest that you avoid the use of blue and green as a color combination; also blue and red. We think that the letter-head for the Waters Press, if printed in red and green, or light green and dark green, or light blue and dark blue, would have been more pleasing than the combination which you have used. We would also suggest a more delicate tint of blue for the folder for the Waters Press. Inasmuch as the type-face which you have used for the italic words on the recital program is so light, we think that roman type, the same as was used for the balance of the group, would have been more satisfactory, as it would have been more in harmony.

CHAS. H. MILLER, St. Louis, Missouri.— While you have a good conception of the arrangement of a piece of work of the nature shown in specimen No. 1, still we think that the large type which you have used spoils the general effect and makes it too black and bold. As between the two jobs, however, there is very little choice. The card would have been much nicer in appearance if it had been set in a lighter type-face, of a shape more nearly square, thus harmonizing with the shape of the card. Where you have a wide measure and then use condensed type, the shape of the type does not, of course, accord with the length of the line, and where you use a condensed letter and then widely space it between words, the effect is still less satisfactory. For this reason, we think that type such as Bookman, or Cheltenham Wide, or even Caslon, would have been much more satisfactory for this particular piece of work. Your other specimens are very neatly arranged and we find very little in them to criticize.

THE catalogue printed for the Waverly Company, of Indianapolis, by the Hollenbeck Press, of the same city, is one of the most elaborate pieces of work that have reached this department in some time. The cover is printed in green and gold on green stock, with the fold directly in the center, as indicated by the reproduction shown herewith. The inner pages are printed in various colors and gold and are most elaborate in design. While the



Cover of a handsome catalogue by the Hollenbeck Press, Indianapolis, Indiana.

work indicates a lavish expenditure in advertising, still we think that the amount of decoration on the inner pages is rather excessive, and that, by reason of this excess of decoration, the illustrations of the cars do not get the prominence which they should have in advertising of this character.

RANARD MITCHELL, Greensboro, North Carolina.— We think that if you were to keep each advertisement as much as possible in one series of type, the effect would be much more satisfactory. We note that in several cases you have used a condensed and an extended letter in the same advertisement, and this does not make for the harmony of shapes which is pleasing in the best typography. We note also that you have used text type, italic type and roman type in the same advertisement, a mixture of faces tending to complicate the general appearance. The advertisements you have marked, indicating that they were set by an apprentice, are, as a whole, the best ones on the page. We would suggest that, in order to simplify the appearance of the page as a whole, the use of a plain-rule border, rather than the wavy lines, would be desirable, as at present the decorative effect of the border rather detracts from the advertising value of the type placed therein. We would also suggest that where you use rules for underscoring lines, care should be taken that they are of the proper weight to harmonize in tone with the type and that two parallel rules of nearly equal weight are more to be desired than a light and a heavy rule.

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

A Persistent Error.

Some words seem fated never to be learned by printers. I have read editorially the proofs of a number of large works, which means that the proofs had been read and all necessary corrections made before sending proofs to the editors. I have noticed in such reading many words that almost always appear wrong on the author's proof. One that is always so is frustum. I do not remember an instance of its occurrence without an extra letter. This note is suggested by the appearance of frustrum on a proof after printing-office correction and reading by two persons in the editorial office before it came to me.

Singular or Plural?

J. R. W., Knoxville, Tennessee, writes: "In reference to a firm Hope Brothers, is it better to say Hope's store, or Hopes' store?"

Answer.— Since the store is kept by two or more men, each of whom is a Hope, the strictest grammatical reasoning favors the form Hopes' store. But almost universal practice, for which almost equally good reasoning might be adduced, supports the other form, Hope's store, and I think that is the form I should use. If I read a proof with the expression in it I should follow copy, whichever way it was written; and I am not sure of the form I should use if I wrote it.

Typothetae Style-book.

The United Typothetæ of America recently undertook a beginning step toward standardization of usage among printers, by publication of a booklet entitled "Style Book and General Information." It is thus introduced: "This booklet is issued by the United Typothetæ of America because it is believed that it will be the means of saving a considerable amount of time in the composing-rooms of the membership, and will at the same time be helpful to the office force and department heads in general. In compiling the rules regarding style the highest authorities and the best usage were drawn upon. The greater part of the pages devoted to style relate to matters concerning which differences of opinion — or, perhaps better, entire lack of opinion — have made uniformity and standardization impossible if any attention is paid to cost. Such matters are treated in a way that will expedite the work, insure uniformity, and aid greatly in giving to the finished product that touch of refinement and good taste which all printing should have."

Uniformity and standardization of style are well worth all the effort that any one can ever make to secure them, but the assertion that they are impossible if any attention is paid to cost is, unfortunately, true of the subject in its full extent. However, the unattainability of absolute agreement in full in everybody's practice need not preclude hope of such agreement eventually in regard to a great many details. Indeed, in many details we already have practically universal uniformity, which goes far toward accounting for the absence of many matters that might reasonably have been included in the booklet. This work, already in good circulation, is neither better nor worse than some others as a whole, and probably will not accomplish more than those others would do or maybe have done. Yet all printers may well thank its maker for his evidently earnest effort in their behalf, for it has resulted in a production worthy of consideration, although we may wish the maker had not been quite so willing to make some dogmatic rulings simply because they were found ready at hand in other writings. We shall take the liberty of noting some of these weak spots, notwithstanding the fact that the critic would probably show just as much weakness himself if he undertook the making of a similar work. But the criticism may well be preceded by acknowledgment that nothing but good is found in the general information which constitutes the larger part of the booklet, unless it may be the specimen of proof-marking, where every correction shown has a line run from text to margin, which is a slovenly and costly habit in marking proofs.

In the abbreviations for names of States and Territories no mention is made of Ohio, for which O. is often used, but which one might well prescribe spelling out, nor of Maine, for which Me. is used, and we are told never to abbreviate Alaska, Idaho, Iowa, or Utah, notwithstanding almost universal use of Ia. for Iowa. Ia. for Iowa is unquestionably as good as Kan. for Kansas, Ga. for Georgia, and especially Tex. for Texas. In fact, Ia. is far better than Tex., and so is Me.

That saving clause in the introduction, "if any attention is paid to cost," finds its usefulness very early in the work. In the part devoted to capitalization, following that on abbreviation, which comes first in order (and, by the way, is very meager), the first sentence is, "The office style is down except when special instructions to the contrary are given." We strongly think that no employer or foreman would undertake to give special instructions every time a capital letter is desired. Of course the rule-maker did not mean to hint any such action, but his words actually express that meaning. He probably meant that the "style is down" except in the cases where capitals are prescribed in his rules that follow the inexact sentence. But in the same paragraph are five examples of lower-case, ending with "state, president, etc." We do not see how the two words cited can ever be universally acceptable without a capital, nor how any one could recommend such usage and follow it almost immediately with a rule to capitalize Reformation, Revolution. Of course these just mentioned

are capitalized only in particular uses; but how can any one fail to recognize just as much particularization in certain uses of the other words? They belong together, and the "etc." with which each rule ends leaves all but a very few words entirely in the dark. This is the way in which such rules fail in every instance known to the writer. In this case the universal failure is only repeated, and this failure is no worse than all the others. No universal agreement on the use of capitals seems possible, therefore it is not surprising that this work does not solve the problem. Goold Brown wrote many thousands of words about capitals and a large number of rules for their use, and ended with the acknowledgment that he had not entirely satisfied even himself, and so could not expect his critical readers to be thoroughly satisfied.

One of the rules is: "Capitalize names of important events and things; as, the Reformation, the Revolution, the Middle Ages, the Union, the Government." Another is: "Capitalize fanciful names given to states, cities, etc.; as, the Keystone state, the Crescent city." We cite these to show the futility of rules made or adopted impulsively. These rules are common to many style-books. The first really includes the second, and the second is nullified by the examples given, its only proper point being the capitalizing of State and City, as Keystone State, Crescent City.

A flagrant instance of thoughtless copying is this rule about division: "The addition of s to form the plural of a word — as cases, horses, etc.— does not form an additional syllable, and such words must not be divided." The words instanced clearly have an added syllable in the plural, although many plurals are formed without adding a syllable, as forms, words, etc. The rule against dividing cases, horses, etc., is good, notwithstanding the error about syllables.

A bad rule is, "Make today, tomorrow, etc., one word." To-day, to-morrow, and to-night are the better forms, and are much more used than the others.

PURE ENGLISH VERSUS PRIG ENGLISH.

To write English with purity and propriety! In the eyes of those who derive their knowledge of good usage mainly from manuals which profess to set it forth, such a thing as expressing oneself with absolute correctness is hardly within the realm of possibility. The country swarms with educated prigs who are ready to prove to you that all the classic authors of our speech abound in errors, sometimes in gross errors. Not one of these authors, ancient or modern, has been able to produce anything in which some superior person, versed in the lore of the latest text-books on propriety of usage, is not able to point out numerous lapses from the pure and perfect diction which the critic is confident that he displays in his own utterance. Provender of this sort dished out in schools is naturally imparted to the rest of the community by the graduates of those schools as soon as they occupy the teacher's or editor's chair. Idioms and constructions employed unhesitatingly by every great master of our speech are as unhesitatingly condemned. Have we not been told again and again that *none* must never be used as the subject of a plural verb; that *whose* must never be used as a relative to an antecedent without life; that the superlative degree must never be employed in the comparison of two; that an objective case can not properly follow a verb in the passive voice; that the dreadful neologism of *would better* with the infinitive should be substituted for *had better?* These and similar assaults upon correct and idiomatic diction, involving as they do ignorance of the language as well as of the literature, are regularly perpetrated under the pretense of maintaining the purity of the speech. The hapless victim of such instruction can not take up a single classic author in our tongue without finding him doing the very things which he himself is told can not be done with propriety. With these splendid failures before his eyes, what hope can the raw and untrained schoolboy entertain of ever being able to write the language correctly? — *Thomas R. Lounsbury, in Harper's.*

Written for THE INLAND PRINTER.

GRAMMAR AND PROOFREADING.

NO. VI.— BY F. HORACE TEALL.

WHAT is a noun? Of course it is a name, for the two words noun and name are simply variant forms of one Latin word. A noun is a naming word, and a name may be two or more words. Even grammarians have erroneously used the word noun for a name consisting of a number of words, such a name being properly a nominal phrase, which means a naming phrase. This distinction is so important sometimes that it is advantageous to make it at all times, thus providing for correct discrimination when necessary for clearness.

The difference between a noun and a nominal phrase may be seen in the phrase "beast of burden." Obviously this is a name, but it contains two nouns and a preposition. True grammar confines the name noun to one word, though the one may be made by uniting two, making a compound word, as Sunday (sun and day), cannon-ball. Moreover, universal grammar — not merely English grammar — makes two such words used as one name become in that use one word, whether with or without a hyphen. Cannon ball (two words) is no better in principle than Sun day, the only difference being that Sunday is so familiar that people never think of it as a compound, though it unquestionably is one, and cannon-ball is so comparatively unfamiliar that its unification in sense and properly in form is not universally recognized. In fact, some near-grammarians even assert that cannon is an adjective, but no one can prove that it is one. Cannon is a noun, ball is a noun, and cannon-ball is a noun. Apple-tree was so thoroughly recognized as one word by the Anglo-Saxons that they wrote it æpltre. Unfortunately, the real grammar of nouns used in such pairs is so often unrecognized that proofreaders can introduce uniformity in respect to compounding only when they are especially authorized or commanded to do it.

"Beast of burden" was chosen for the special purpose of showing how a proofreader might have helped one well-known grammarian to avoid publishing an absurd assertion. William Chauncey Fowler was the grammarian, and the assertion was this: "Language is imperfect because the term in a proposition, if it has any meaning in the mind of the speaker, has a different one from what it has in the mind of the hearer. Hardly any abstract term has precisely the same meaning in any two minds; when mentioned, the same term calls up different associations in one mind from what it does in another. . . . The phrase 'beast of burden' might, to one mind, mean a horse; to another, a mule; to another, a camel. . . . It should be added that there is great vagueness in the common use of language, which, in practice, increases its imperfection as a medium of thought."

This passage on imperfection in language presents various occasions for criticism and suggestion by a proofreader, but is quoted here only to point out one of them.

Courteously worded, a reminder from the proofreader to the author to that effect should not have failed to convince the author that the abstract phrase does not constitute an imperfection, for the impeccable reason that, no matter what beast one might think of, the only intention in using it is to speak of some beast, no matter which, so that it be an animal used to carry. Truly, language is often vaguely used, and it is clearly within the province of a good proofreader to assist in clarifying it much more frequently than most proofreaders do. And this notwithstanding the fact that the proofreader's first and most important duty is to ascertain distinctly what the author or editor wants and to make sure that this is given, principally by following copy.

Our paper was begun with intention only of considering nouns grammatically and how proofreaders should deal with them; but, this matter of following copy having come to notice incidentally, something more may be said of it now as well as at any other time. The writer had a letter recently from a proofreader, containing this: "I hate to pass work that I know to be wrong just because it follows copy." Now this in itself is not only justifiable, but praiseworthy. It is the application of it that presents the greatest difficulty. No proofreader has any right to set up his mere opinion against an author's expression, even if he is thoroughly convinced that the author's way is wrong. When he knows that anything appears exactly as the author wishes to have it, he should know that, for that occasion at least, it is right, not wrong. He always has the right to ascertain through a query whether the author really is or is not willing to make a change, but not to pester any one with repetition of a query after it has been definitely answered, nor to change anything he knows to be the author's deliberate choice.

A glimpse of my own experience will show what I mean. I read, in the editorial room, all of the New International Encyclopædia, and there is hardly a page of it without something that would be different if I had determined the style. The same is true of three large dictionaries, on which I was not simply a proofreader, but in two of which I was named as an editor. Only one of these (the Standard) shows my undisputed choice in any feature. I absolutely controlled on the Standard the determination of word-forms as to compounding, with just one exception. I had to accept the form oneself, which I consider as an utterly unreasonable perversion of one's self. In writing for THE INLAND PRINTER I always use the form proofreader, because some one else prefers it, though my own choice is proof-reader. In making Webster's New International Dictionary I was constrained to pass this term as proof reader. In either of the three forms it can never be misunderstood.

We have not much space for the grammar of nouns, but there is not much of the grammar that needs it, since most of the words affected in form or position are not the nouns themselves, but the other words. For proofreading purposes it matters little what is the nature of a noun in question, whether abstract or concrete, collective, or common or proper (except, of course, that the latter distinction involves the question whether to capitalize or not).

Nouns have change of form only in number (singular and plural), occasionally in gender (as by adding -ess to make the feminine), and in the possessive case. Whether a noun is nominative or objective affects only the other words in the sentence.

Certain very easy rules must be kept in mind for forming plurals, but in some instances usage is arbitrary. Nothing could be more arbitrary than the distinction made between buffaloes, negroes, potatoes, and pianos, cantos, solos. No rule can provide for this. The only possible provision that will exhaust the subject is a full list, and even that must often give both forms for certain words, as mementoes and mementos, because neither form is universally accepted. And this is true of some other words, as alkalies and alkalis. Except in the well-known words that are always spelled in one way only, all the proofreader can properly do is to accept the spelling used in copy. No proofreader should leave tomatos or tobaccoes, however the copy is written. It is well to have one of the large dictionaries as final authority and to consult it whenever there is any doubt of its decision, and when it gives two spellings its first one should be taken as being preferred. One of the easy rules is that a word like city changes in the plural to cities, and a word like money becomes moneys, not monies. Monies is included in some dictionaries as an alternative spelling, because it has sometimes been printed in books, but it never was and never will be correct. The fact is simply that the authors or printers who used it did not know how to spell, and the dictionary-makers who included it in their record as correct were even more faulty.

(To be continued.)

FROM "DEVIL" TO EXPERT PRINTER.

At the recent convention of the Employing Commercial Printers of Texas, T. H. Napier, State Expert Printer, made the following humorous comparison of the duties and responsibilities of a "devil" and those of an "expert printer":

"From devil to expert printer might be deemed a long jump — an enormous promotion — by the unthinking. In the very beginning let your minds be disillusioned — it is not a higher step on life's slippery ladder; rather is it retrogression, a going backward as it were. It is one thing to be monarch of all you survey and quite a different proposition to be surveyed by all the other monarchs that may happen to be coming down the pike. As devil, a boy is everything; as expert printer, a man is nothing and very little of that. As devil the boy gives his orders and to his mind these edicts are religiously observed by editor, proprietor, foreman and janitor. As expert printer the man takes his orders, and woe betide should there be a delay of three seconds on the part of the contractor, and woe indeed should the contractor's proofreader fail to catch the fact that May Jones, the pretty, if rather ancient, stenographer in Colonel So and So's office, now spells it Mae Jones.

"As devil, the boy only carries the sins of the editor, the compositor, the country correspondent, the make-up man, the society editor, the country job-printer and a few others on his shoulders. As expert printer the man carries the sins of the world and a few others. As devil, the boy is a red-headed, red-handed ruler. To paraphrase another's thought — he's the autocrat of the composing-room, the democrat of the job and mailing room, the republican at the free-lunch counter. As expert printer — well, he's a man of sorrow and acquainted with grief."

Mr. Napier offered an amendment to the Texas printers' motto, "Don't throw rocks at the other fellow's hook." He would add to this, "Speak kindly of your State Printer — he's not as fierce as he seems. Like the cowboy's epitaph —

> 'He's done his derndest,
> Angels can do no more.'"

DETERMINATION accomplishes more than mere intelligence.— *J. S. McMillan, McMillan Printing Company, Monroe, Michigan.*

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

To Emboss and Die-cut Labels with One Impression.

(1023.) Submits a red-gummed label cut to imitate a sealing-wax seal and printed in black with raised white letters. This label is printed fifteen up and afterward die-cut. The printer desires to do the printing and cutting at one operation, and says: "I would like to know if you can tell me how I could emboss and die these labels out with one impression. I make these in sheets of fifteen labels, and have a way of doing this on the die press, but it is too slow, and I would be glad to know if you can give me an idea of how it is done."

[If any of our readers are familiar with a method of producing cut-out labels at one impression and will send us the information, we will be pleased to publish it for the benefit of those interested.]

Printing on Cloth.

(1024.) Submits a piece of thin cloth such as is used on sides of directories. This cloth is ribbed with fine diagonal lines, making it exceptionally difficult to print black lines solid. Our correspondent says: "We are having considerable trouble with our presswork on cloth covers, which are for city directories, and come to you for help and advice. I am enclosing a sheet of the cloth we use, showing the way it prints. Our pressman has tried cloth-black ink, also have tried running the cloth through the press without any ink on press, and then running through again with cloth ink, but in spite of all we can not get the result we want. We have tried a soft tympan, and a hard tympan, with a sheet of tin under the third sheet, with the same result."

Answer.— You will be able to print on the cloth by following in a general way these directions: (1) Have the form electrotyped or nickeltyped and have it mounted on a solid metal base (a zinc etching similarly mounted will answer the purpose as well). (2) Use a very stiff black ink (a bookbinders' black is suitable). Have the form printed on a press that is ample to impart the immense pressure required. (3) Use hard rollers, as the ink will be very stiff and requires a firm surface to break it up. (4) For a tympan, use but a few sheets of hard, thin manila and a metal sheet under the top sheet. This will insure sharpness of print and will prevent the forming of a matrix out of the top sheet. The make-ready must be carried out so as to distribute the impression evenly. The spot-up sheet should go below the second sheet in the tympan. Owing to the immense pressure required, the press should be run fast enough to prevent stalling on the impression. As considerable ink must be carried, it is advisable to spread out the sheets as printed and allow them to stand several days.

Gold-leaf Printing by Cold Process.

(1029.) "I have done gold-leaf work on fancy papers on a job press by running the same as on bronze work, except after the gold size is printed on the sheet, putting on the gold leaf and running it a second time to press the leaf into size, simply by putting a sheet of manila over it, which takes the ink from the form at the impression by which the leaf is pressed in. Now I have some glossy papers — that is, enamel and glazed embossed papers — on which I can not get the leaf to hold, while on others it works very satisfactorily. If some reader can help me on this question, I would be very grateful to him for giving the desired information.

Answer.— To the gold size add a small amount of dammar varnish, which will make it retain the leaf when it is pressed in firm contact by the second impression. Do not use manila as an oversheet, but take a sheet of litho-label stock and take the impression with the glossy side next to the gold leaf; or you may take a sheet of very thin celluloid for this purpose.

An Exhibit of Half-tone Prints on Cameo Paper.

(1026.) A very interesting display of half-tone and colorwork, printed on Cameo paper, was recently exhibited in the showrooms of S. D. Warren & Co., 200 Devonshire street, Boston, Massachusetts. This exhibit of over three hundred prints illustrated the various pictorial effects produced on this grade of paper in black, double-tone and in colors. The display attracted the attention of engravers, printers and advertising men, who are enthusiastic in their praise of the interesting exhibit. It may be said that a number of skeptics have been converted to the advantages of a dull-coated paper for fine half-tone and process-cut work. The specimens show a broad use of this kind of paper on which half-tone cuts of comparatively fine screen print with exceptional clearness. It is to be regretted that a duplicate display is not available for a permanent exhibit in some of our large printing centers, as it would have an educational value for pressmen and printers in general. The exhibit will next be placed in the New York office of this company, where visitors are invited to look it over.

Printing on a Continuous Strip.

(1028.) The requirements of automatic time-recording devices that must pay out tickets or coupons from a continuous strip is shown by the tickets used in a taxicab. These tickets are printed on two sides and numbered as printed. The strip is one and three-quarters inches wide and is perforated with round holes, three thirty-second inch in diameter and three-sixteenths inch apart. Every eight and one-half inches there are perforations transverse to the line of holes through the center of the strip. This class of work is handled with great facility on the New Era press, as shown by samples submitted. The form con-

sists of light and dark-faced rules principally, with figures between each. A number of light-faced rules run at right angles to these. One side of the form is printed in red and numbered. The excellence of the printing and the extreme accuracy of the register are points to which our attention has been especially called.

Cereotype Plates.

(1022.) "Will you kindly advise us how we can produce printing that will be a close imitation of lithography?"

Answer.— Taking it for granted that our correspondent refers to commercial designs produced on a type press from cereotype plates, we recommend that he correspond with makers of these plates. The printing of these plates does not require any special skill. The best ink and a careful make-ready will produce a good imitation of a litho letter-head. The imitation does not deceive, however, as the most skilfully handled form will be readily recognized.

How Mechanical Relief Printing Was Discovered.

(1025.) As mechanical relief printing is no longer in the experimental stage and soon will be recognized as a specialty line, it may not be out of place to describe how it was discovered. Mr. J. H. Wulf, Staunton, Illinois, who is the discoverer of mechanical relief printing, writes: "My first experience came about as follows: I had some freshly printed work spread out on an imposing-stone, quite close to a hot stove. Some powdered resin that was used on belts fell on some of the sheets. The raised effect was noticed, which led to further experiments, and I found that by using a good, stiff ink and very fine powder the relief was heightened and the appearance improved. I made no attempt to patent the process, but gave it freely to any one desiring to use it. I first used the process in Booneville, Missouri."

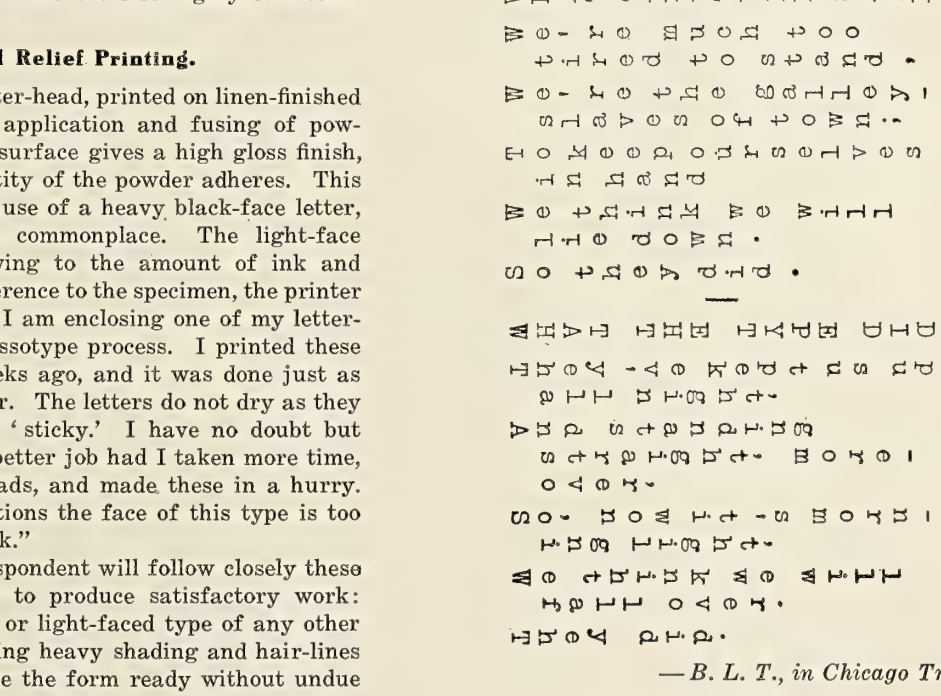
[The unselfish spirit of Mr. Wulf is highly commendable.]

Mechanical Relief Printing.

(1027.) Submits a letter-head, printed on linen-finished stock, in black ink. The application and fusing of powdered resin to the printed surface gives a high gloss finish, because only a small quantity of the powder adheres. This feature, together with the use of a heavy black-face letter, makes the job somewhat commonplace. The light-face gothic lines are filled, owing to the amount of ink and impression carried. In reference to the specimen, the printer says: "As you requested, I am enclosing one of my letter-heads printed by the embossotype process. I printed these letter-heads about two weeks ago, and it was done just as you explained in your letter. The letters do not dry as they should, for these are still 'sticky.' I have no doubt but what I could have done a better job had I taken more time, but I was out of letter-heads, and made these in a hurry. According to your instructions the face of this type is too heavy for this class of work."

Answer.— If our correspondent will follow closely these directions he will be able to produce satisfactory work: (1) Use light-faced gothic or light-faced type of any other design, avoiding faces having heavy shading and hair-lines in combination. (2) Make the form ready without undue squeeze. See that all type characters print clean and sharp. (3) Use the best ink of the color desired. A stiff ink having no drier will retain the maximum amount of the powdered resin, which if not detached will give the relief in gradations proportionate to the width of the lines retaining the powder. (4) Print from 25 to 50 sheets, according to the manner the ink retains the resin. Have a pasteboard box that will be large enough to hold several pounds of the resin and lay the printed sheets in the box. Heap the powder on the top sheet, then withdraw the sheets successively and lay to one side in a small pile. It will be noted that the powder adheres to the unprinted surface as well as to the ink. This condition may be ignored for the time. When the job is printed and powdered, the sheets may remain in this state over night, for by standing for such a period the greater part of the powder held by the design will remain intact when each sheet is shaken, preparatory to fusing the powder. In this matter the important point is that the shaking of the sheet to dislodge the loose powder should not materially disturb that held by the design, for herein lie the strength and boldness of relief, hence the use of a proper ink and allowing the powdered sheets to lie undisturbed until the ink sets. The last step is to pass the powdered sheets slowly over a source of heat. In this matter the ingenuity of the printer will assert itself. He may do this work mechanically or by hand, as the case demands. However, the nature of the stock demands that only the minimum of heat be applied. This will easily be gaged. An ordinary gas-burner such as used on a hot-plate gas-stove will answer. An alcohol-burner arranged so that each sheet may be passed at a safe distance from the flame is also an economical way of fusing the powder. The sheets as finished may be laid out in small piles until ready for delivery. An important point is to use only the finest bolted resin, as coarse or lumpy resin will give an irregular relief, inartistic in appearance. Another thing to observe is the amount of heat for fusing the powder. Too much heat causes the resin to run outside of the design and gives an irregular outline; therefore apply the minimum of heat.

A TYPOGRAPHICAL STORY.



—*B. L. T., in Chicago Tribune.*

CORRECT.

"Now, Willie," said the teacher to a rather stupid pupil, "listen to me very carefully. If I had five eggs in this basket and laid three on the table, how many eggs would I have?"

"Eight," was the cheerful reply.

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Remedy for Spacebands Twisting.

F. J. McCay, a Chicago Linotyper, suggests the following as a remedy for spacebands twisting in the intermediate channel while being transferred to the spaceband box. He writes: "I did not see THE INLAND PRINTER containing your reply to W. H. Klein, New York, regarding the trouble of spacebands in transferring, and I send you the enclosed, presuming this idea was not noted. It is new and the most practical I have yet seen. The simplest and most effective remedy for overcoming spacebands squabbling in intermediate channel is to raise the guide rail fixed in the lower part of the intermediate-channel back plate (D-461), which the groove in bottom of spaceband straddles, so that the bands drag slightly while transferring. This not only holds one or a number of bands from swinging but relieves the wear on the ears."

Damaged Matrices.

A New Jersey operator writes: "Each month I enjoy reading the questions and answers which appear under the heading of 'Machine Composition' in your valuable magazine, and have often got just the information that I needed without asking, but this time I am going to ask your help. I am sending you two matrices, the combinations of which are damaged. I am experiencing considerable trouble in this manner, and have often to order sorts on this account. Will you solve this little problem and thus help me?"

Answer.— The matrices show defective front combinations near the top. The damage is doubtless due to the bruised state of the front upper rails on the distributor-box bar. This bar probably received the bruises from the second-elevator bar-plate when it entered the block too quickly, due probably to a jerk given the controlling lever. Bruises may be found on the front side of the second-elevator bar, if they are not on the box bar. The remedy is to remove the bar and with a knife-blade file or a small three-cornered file dress off the bruises so that the matrices will pass freely from the second-elevator bar to the bar of the box.

To Prevent Metal Adhering to Mold.

A Pennsylvania operator writes: "(1) What is the best liquid to clean the magazine and keyboard with? (2) What causes spacebands sometimes to clog in the transfer channel? Everything seems to be all right; at times it will go a half day without doing it, and again it will do it twice in a five-minute run. I am at my wits' end. (3) What should I use to polish the mold with? Also what would stop metal from sticking to front of mold? Would polishing it with what you recommend stop it?"

Answer.—(1) Gasoline is recommended. (2) If you find that the first spaceband on the right has its back ear off of the rail each time it is clogged, it may be that the spaceband is worn on this ear. Remove the spaceband and leave it out. If the trouble continues with the spaceband out, it may be that the trouble is due to the swinging of the lower end of the band when the line has shifted. To prevent this, insert a strip of leather in the groove back of the rail that the lower end of the band is astride while shifting. This piece of leather should be about one-eighth of an inch thick and its left end tapering so that as the bands shift they drag and are prevented thus from swinging. (3) If metal adheres to the mold either on the front or back it suggests that the mold-wipers are not properly cleaning the surface. These wipers should receive regular attention. When the felt is worn or damaged it should be renewed. The back wiper should carry graphite and oil; the front wiper a much smaller quantity of the same materials. If the interior of the mold is foul, due to improper care, it should receive a coating of blue ointment. To apply this compound, remove the mold, take it apart and scrape adhering particles of metal from its surface with a sharp piece of brass rule. Smear blue ointment over the interior and on the liners and allow them to remain in this condition over night. The blue ointment will take up the adhering metal that could not be scraped off, and when the mold and liners are wiped they will be found to be clean, though possibly tarnished. A little jewelers' rouge and oil on the finger-tips or on a bit of leather will polish the surface of the mold and will do no harm. Make it a point that emery is not used on the mold in any form.

Matrix Damages Slug.

M. K. T., Baltimore, Maryland, submits two eight-point slugs four ems wide, and writes: "You notice that the last figure in the line, the cipher, is sheared on its outside edge, between it and the em quad on the end. In recasting, the first slug was all right, and second or third, maybe, like samples, which shows that matrices are all right. The machine will only do this on small slugs. All other slugs O. K. Machine (Model 3) seems to be in good condition as to lock-up, knife-wiper, etc., except that I found the lower locking stud in mold-disk was slightly loose, and in tightening it seemed to help slugs some, but as it only shears a slug now and then I can't figure whether it is the locking stud or not."

Answer.— The appearance of the slugs indicates that a movement to the left of the matrix line took place before the slug had withdrawn fully from the casting seat of the line. What caused this movement we are unable to determine. It may have been due to the first elevator being loose in the gibs, or possibly to a movement of the right-hand jaw from the pump-stop spring. Test the play in the first-elevator gibs and set them to allow a bare clearance between the line-intermediate channel and the jaws. Also see that the pump-stop spring is of normal strength and

that the pump-lever stop-lever just clears the catch block when a line is justified. This latter precaution will insure that no more than normal stress is given the right vise jaw before the slug is withdrawn from the matrix line. We do not believe the mold-disk locking studs have anything to do with the trouble.

Uneven Temperature.

A Minnesota operator writes: "We are having trouble with the metal on our Model 5. It seems impossible to control the temperature. It fluctuates too much, especially when casting a pica slug. It has acted that way ever since the machine was installed about two years ago. A slow operator can get a good slug out of it, but the 'fast bugs' have trouble. The lock-up seems to be O. K., and I have put in a new mouthpiece. Keep the well cleaned out and vents open. Pot-spring gives a good pressure. Governor full of mercury. Direct gas-pipe from main, with governor that gives steady pressure. Some time ago I had the cover off the pot and noticed that in some places there was a little space between the packing and the crucible. Have thought of repacking it. A couple of experts have looked at it, but did not accomplish anything. I enclose samples of the work turned out."

Answer.—Aside from slight imperfection in face, we do not find anything seriously wrong with them. We note that you state a slow operator gets a good slug and a fast one does not. You fail to state the nature of the slug that is cast when a fast operator is working. We judge you refer to the spongy condition of its base. If you expect a slug to have a perfectly solid body when the machine is kept running full capacity you are counting too much on the capability of the machine. You should understand this: A pica slug cast on long or short measures will naturally heat the mold more than a thin slug will. This heat, if retained, as it must be when the machine is run full capacity, prevents the succeeding slugs from being as solid as the first few were. This is due to the metal cooling slowly in the mold. We suggest that you take the following steps toward correcting the trouble, as it now appears: Procure a new plunger and clean it twice daily. Clean the hole on the side of the well to allow the metal to enter freely. Cut auxiliary jets and vents in the mouthpiece. Raise the pot a trifle so that the jets show full and round. The jets on the slugs show that the pot is a trifle low. We do not believe you have any trouble that can be traced to the packing around the crucible. It would be helpful to have a thermometer to keep in the pot. In this way you know when the temperature changes.

Trouble After Changing Machine.

A Washington operator writes: "The machinist being off on a vacation, I have to take machine in charge. Yesterday, after having machine lighted about three hours, but turned low, as I was not running it, I changed machine from eight-point liner thirteen ems to ten-point liner twenty-two ems, casting a sixteen-em line. I set vise jaws, line delivery, fingers and assembler to a sixteen-em line and the knife to ten-point, but as I was using eight-point matrices I did not change the font distinguisher. The first line I sent in stopped with the mold in casting position and the pot mouth up against the mold. I undertook to back the machine up to get the pot mouth away from the mold so it would not heat the mold and warp it, but it would not back up far enough to relieve the mold, so the only thing I could see to do was to run the machine ahead. I had to force machine, and when I did so the slug came out all right and I could see nothing wrong after examining the machine, and so I sent in two or three short lines and they went through all right. Then I sent in a full line and the machine stuck on delivery, and I found that the line-delivery carriage did not let the line in the jaws by one-quarter of an inch. It now being quitting time, I let the machine go, but will examine it Monday. I worked the machine the day before on the same job and the same measure and had no trouble. What I would like to know is what kept the machine from backing up? It is a new machine and in fine shape, a No. 5, latest model, and have not been having any trouble with it at all."

Answer.— From the information at hand we can not say why the machine stopped as it did. Possibly you have not given us all the data. Perhaps, in making the change of ejector and liners, you pulled the mold-disk forward (a useless step), and when it was returned to place, you missed the timing of the gears one tooth. This would cause the machine to stop. Again, if you put the disk back and did not connect the mold slide by drawing up on the handle, in the rear of the pot, the machine would stop, very much as you have described, only no slug would have cast. Again, possibly you forgot to withdraw the ejector from the mold, as is necessary on new models. We are unable to help you on account of the meager details. You should not have forced machine forward, for in doing this you may have damaged the first-elevator back jaw. It is quite possible that the machine would have backed had you taken the right way about it. If you can furnish more details, such as the full procedure you took to make changes, giving each step in detail, we may be able to help you.

Matrices Stick in Magazine.

An Arkansas operator writes as follows: "We have a Model 5 machine that we have been running about six months, and from the first have had trouble with the matrices sticking in the magazine. Sometimes they hang when about half way out of the channel-plate, leaving the matrix projecting from the magazine. The machinist told us to clean the magazines and matrices to remedy the trouble, but this does not wholly remove the trouble. We have also kept eccentrics working freely and looked at the escapement pawls to see if they were binding as mentioned in 'Mechanism of the Linotype.' The tumblers go over and the keyrods rise, but the matrices do not fall. As we can not find anything in the files of THE INLAND PRINTER, nor locate the trouble, we ask for advice and will greatly appreciate any information you may give. Can the trouble be in the escapement pawls rising too high and not letting the matrices pass over? Or is there any way to regulate the stroke of the keyrods? Some one has since suggested that I take the top of the magazine off and examine the channel-plate to see if it is corrugated. Is this necessary or safe in any instance? The matrices stick before they reach the escapements and after they have started to drop from the channel, sometimes projecting from the channel as much as half the length of the matrix. Cleaning the magazine relieves the situation only temporarily, and the trouble seems to grow worse in spite of repeated cleanings of both magazine and channel-plate and matrices."

Answer.— The trouble may be due to any of the following causes: Magazine or matrices foul; ears of matrices bent, bruised or burred; oil on matrix ears; keyboard rolls may run too fast; pawls may be bruised (rather unlikely). We recommend the following procedure to correct the trouble: Remove the matrices from the magazine, and stack them edgewise in two rows on a narrow galley. Moisten a clean cloth with gasoline and rub the ears and edge of matrices until they are clean. Then take another

cloth or a brush and polish the ears with graphite. Lay a clean galley on the cleaned matrices and turn them over. Clean and graphite the other side in like manner. The magazine may now be removed and brushed out, first with the brush dry until all the visible dust is removed. Clean the brush with gasoline and dry it with a cloth. If you have reason to believe that the channels are greasy, put gasoline on the brush and clean them; also the verge-block. When the gasoline has evaporated, place a small amount of graphite on the brush and give the channels a vigorous brushing. See that no free graphite remains in the channels. Brush the grooves in the escapement bar in like manner. Before replacing the magazine, clean the distributor screws with gasoline on a clean cloth. Graphite the line-intermediate channel and the first-elevator jaws, using the magazine brush. This, and the foregoing operations, should eliminate oil and should leave the magazine free from grease. Care should be exercised in applying the graphite, for using too much gives an effect contrary to what is desired. Examine the matrices and remove those having bruised or bent ears. If no improvement is noted, you should test the speed of the main pulley; it should run no more than seventy revolutions a minute. There is no adjustment covering the stroke of the verges on the Model 5. Do not take off the top of the magazine. There probably is nothing wrong with the interior of the magazine except dirt or grease.

Recent Patents on Composing Machines.

Paper-perforating Machine.— H. Drewell, Charlottenburg, Germany, assignor to Schnellsetzmaschinengesellschaft M. B. H., Charlottenburg, Germany. Filed March 9, 1911. Issued August 29, 1911. No. 1,001,825.

Type Casting and Composing Machine.— E. B. Barber, Brooklyn, N. Y., assignor to Ontario Type Machine Company, Ltd., Toronto, Can. Filed March 2, 1909. Issued September 5, 1911. No. 1,002,212.

Matrix-assembling Mechanism.— B. Cade, Shelby, N. C. Filed March 19, 1910. Issued September 5, 1910. No. 1,002,220.

Metal-pot.— O. V. Sigurdsson, New York city, assignor to Oddur Manufacturing Company, New York city. Filed December 16, 1910. Issued September 5, 1911. No. 1,002,325.

Assembler for Two-letter Matrices.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed June 27, 1911. Issued October 17, 1911. No. 1,006,444.

First Elevator for Two-letter Matrices.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed August 25, 1911. Issued October 17, 1911. No. 1,006,445.

Quadding-out Attachment.— H. Pearce, J. E. Billington, Charles Hollinwell and J. R. Burgess, Broadheath, Eng., assignors to Linotype & Machinery, Ltd., London, Eng. Filed July 27, 1909. Issued November 7, 1911. No. 1,008,056.

Knife Block.— James McNamara, Montreal, Can., assignor to Mergenthaler Linotype Company, New York. Filed October 30, 1908. Issued November 7, 1911. No. 1,008,175.

Two-letter Typograph Matrix.— Carl Muehleisen, Berlin, Germany. Filed February 6, 1909. Issued November 7, 1911. No. 1,008,186.

PICNIC ETIQUETTE.

[*Published for the guidance of the employees attending the Annual Picnic of Smith Brothers, Caxton Works, Kilmarnock.*]

Jam should never be spread with the fingers. It makes a bad impression when you shake hands with any one.

Drinking from the saucer is not only a mark of ill-breeding, but also an indication of great thirst, an early morning malady best concealed.

Make as little noise as possible while eating. It is inconsiderate to drown the conversation.

Never speak when your mouth is full. Arguments punctuated with bread crumbs are not always convincing.

Endeavor not to laugh when you are drinking. Tea stains are not easily removed.

Do not unbutton your waistcoat when half-way through the meal. It is best to let out the strap before you sit down.

Never say, "What's this?" when you know perfectly well what it is. If you don't like it, give it to the cows.

Avoid looking intently at your neighbor's plate. He has to eat what's on it, not you.— *Scottish Typographical Journal.*

EUGENE MORRIS, CHAIRMAN OF THE CENTRAL FREIGHT ASSOCIATION.

Printing and railroading have much in common — the first creates the demand and the latter delivers the goods. They are the two influences that go farthest to make a nation, though Colonel Roosevelt has positive ideas regarding a third influence that we will not controvert — even if we could.

The complexities of freight-traffic matters require long and careful training — just like the printing business — and while the recently elected chairman of the Central Traffic Association, Mr. Eugene Morris, is not a printer, he



EUGENE MORRIS,
Chairman of the Central Freight Association — the largest association of its kind in the world.

knows enough about its details to become a master — if he wanted to. The organization over which he presides is the largest of its kind in existence — and he is only forty-two years old. Mr. Morris was born in Freeport, Illinois, in 1869, and arrived in Chicago in 1880. His first railroad experience was with the Chicago Freight Committee, one of the many local committees comprising the association of which he is now chairman. He entered the service of the Central Freight Association in 1892, and his elevation to the chairmanship of this organization is a fitting tribute to the energy and ability for which he is so well known. Mr. Morris is decidedly modest, but those who know him intimately claim he has no peer in freight-traffic matters and predict for him a most successful administration of the duties which will devolve upon him as chairman of the Central Freight Association.

PEOPLE who buy things cheap generally get cheap things. — *J. S. McMillan, McMillan Printing Company, Monroe, Michigan.*

Newspaper Work

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Result of Ad.-setting Contest No. 32.

Although THE INLAND PRINTER has been conducting these ad.-setting contests for fully fifteen years, interest continues just as strong and is really on the increase. Contest No. 32, which closed October 15, was one of the most successful ever conducted. There were 116 ads. submitted by 85 contestants. A study of the voting on the best ads. indicates that there has been considerable improvement in the work of the compositors, as it was more difficult than ever to decide which ads. were the best, and the selections were widely scattered. The names and addresses of the compositors, the numbers of the specimens they submitted, and their selections for first, second and third places, are as follows:

Specimen Nos.					First Choice.	Second Choice.	Third Choice.
			1	James E. Hart, Waterford, N. Y.	92	18	35
			2	S. D. Priest, Toledo, Ohio	14	27	45
		3	4	Charles W. Megaffee, Canandaigua, N. Y.	1	41	94
			5	Edward H. MacReynolds, Harrisonville, Mo.	35	17	15
6	68	103	104	Thomas Wade, Cowansville, Mo.	102	14	17
		7	8	Sam A. Meyer, Harrisonville, Mo.	35	15	116
		9	10	C. W. Compton, LaMoille, Ill.	115	56	58
			11	Augustine A. Reilly, Hoosick Falls, N. Y.	5	7	41
			12	F. R. West, Rochester, N. Y.	115	58	1
			13	Melvin L. Lanterman, Crystal, Mich.	46	89	45
			14	Eric Peterson, Fort Wayne, Ind.	17	57	1
			15	B. Franklin, Corpus Christi, Tex.	41	53	91
			16	Roe E. Lesan, Waukon, Iowa.	72	105	35
			17	Edward J. McHenry, Oakland, Cal.	89	33	7
		18	53	Merton L. Vincent, Boston, Mass.	41	116	33
			19	W. A. Coates, Montville, Conn.	41	53	80
			20	Ory E. Cluster, Ventura, Cal.			
			21	C. E. Wheeler (no address given)			
			22	Will R. Burge, Cherryvale, Kan.	27	92	94
			23	W. H. MacKnight, Denver, Colo.	17	18	31
			24	C. E. Syler, Vandalia, Mo.	89	34	41
			25	Walter C. Marrero, New Orleans, La.			
			26	Leon W. Oberdier, Toledo, Ohio.	35	17	41
			27	Rice B. Davis, Ann Arbor, Mich.	17	94	14
	28	29	30	Richard H. Poore, St. Louis, Mo.	48	66	115
			31	Frank A. Steurwald, Pittsfield, Mass.	53	41	27
			32	Edw. E. Bailey, Centre Hall, Pa.	94	57	93
			33	Hugh Doherty Pedlar, Oxbow, Sask., Can.	18	67	95
			34	Robert R. Webb, Los Angeles, Cal.	35	58	17
			35	Vincent J. McHenry, Oakland, Cal.	90	89	93
36	37	38	39	M. Rotsaert, Portland, Ore.	26	41	31
		40	43	H. G. Harris, Canandaigua, N. Y.	112	111	24
			41	W. U. S. Gerhart, Scranton, Pa.	17	94	93
			42	Morris Magil, Philadelphia, Pa.	78	89	21
			44	C. W. House, Brooklyn, N. Y.	13	110	21
		45	46	Edward Jones, Detroit, Mich.	101	31	38
			47	Benjamin B. Osborn, Arlington, N. J.	23	35	1
			48	Carl A. Snowberg, Fergus Falls, Minn.	49	31	34
			49	Otto A. Olson, Fergus Falls, Minn.	13	48	1
		50	51	H. W. Hawley, Greeley, Colo.	35	23	29
			52	Alvin E. Mowrey, Meadville, Pa.	17	112	111
			54	Ernest Hunter, Arlington, N. J.	1	93	106
		55	56	Charles J. Peterson, Alcester, S. D.	1	27	61
		57	58	Charles A. Behrens, Cincinnati, Ohio.	17	35	1
			59	J. A. Robinson, Moncton, N. B., Can.	17	46	57
		60	61	Arthur B. Whitehill, Wilkinsburg, Pa.	94	27	31
			62	Fred J. Pavely, Cincinnati, Ohio.	115	105	93
			63	J. M. Irwin, Dallas, Tex.	7	41	67
			64	J. B. Miller, Bucklin, Kan.	92	26	33
			65	A. E. Robinson, Columbia, S. C.	35	93	94
			66	P. H. Lorentz, Buckhannon, W. Va.	67	18	27
			67	C. R. Waters, Chicago, Ill.	18	26	92
			69	W. F. Sargent, Yankton, S. D.	41	8	116
			70	H. G. Fox, Yankton, S. D.	89	22	11
			71	James H. Nichols, St. Johns, Newfoundland, Can.	21	93	33
			72	W. N. Potts, Forest City, Pa.			
			73	Ben Wiley, Charleston, Ill.	31	1	105
74	75		76	Ed J. Price, Anamosa, Iowa.	35	41	7
77	78		79	O. R. Harpel, Ontario, Cal.	61	34	27
			80	Conrad Folin, Cyrus, Minn.	31	94	113
			81	Richard Jackson, Detroit, Mich.	46	47	7
			82	Alfred Steinman, Modesto, Cal.	89	33	92
			83	F. Noel Tait, Boston, Mass.	1	93	35
			84	C. E. Holbrook, Boston, Mass.	27	41	108
			85	Charles L. Hollow, Greeley, Colo.	115	53	51
		86	87	Joseph Heiser, Ottawa, Ill.	7	34	97
			88	W. J. Nottage, Hillsboro, Ore.	27	41	61
		89	90	Fred Atkinson, Hamilton, Ont., Can.	93	18	27
			91	A. D. Moynihan, Chicago, Ill.	67	92	99
			92	C. O. Grant, Chicago, Ill.			
			93	J. Orville Wood, Cleveland, Ohio.	17	94	57
			94	H. Emmet Green, Anthony, Kan.	93	57	1
		95	96	J. D. Womack, Norman, Okla.	18	1	11
			97	William J. Bowers, Ottawa, Ill.	17	86	89
			98	Ross E. Shaver, Osakis, Minn.	38	17	46
			99	Claude H. Frye, Charleston, Ill.	1	41	46
			100	H. C. Kenyon, Estevan, Sask., Can.	116	108	89
101	102		105	E. Schiele, Cincinnati, Ohio.	35	41	18
			106	D. C. Ball, Peniel, Tex.	96	60	98
			107	H. A. Miller, Vale, Ore.	26	21	34
			108	A. H. Gould, Twin Falls, Idaho.	27	105	89
		109	110	A. E. Kruger, Hettinger, N. D.	5	115	89
		111	112	Albert Spychalla, Antigo, Wis.			
		113	114	W. H. Gardner, Louisville, Colo.	12	34	105
		115	116	Edwin H. Stuart, Pittsburgh, Pa.	114	42	105

As explained when the contest was announced, the best ads. are determined from the vote of the contestants by a system of points. Three points are awarded each ad. selected for first place, two points for each second selection, and one point for each third selection. A recapitulation of this vote gives the following result:

Specimen Nos.			Points.
1	17	Edward J. McHenry, Oakland, Cal.	35
2	41	W. U. S. Gerhart, Scranton, Pa.	33
3	35	Vincent J. McHenry, Oakland, Cal.	31
4	1	James E. Hart, Waterford, N. Y.	25
5	27	Rice B. Davis, Ann Arbor, Mich.	22

	Specimen Nos.		Points.
6	89	Fred Atkinson, Hamilton, Ont., Can	22
7	18	Merton L. Vincent, Boston, Mass	18
8	93	J. Orville Wood, Cleveland, Ohio	18
9	94	H. Emmet Green, Anthony, Kan	17
10	115	Edwin H. Stuart, Pittsburgh, Pa	15
11	31	Frank A. Steurwald, Pittsfield, Mass	13
12	92	C. O. Grant, Chicago, Ill	12
13	7	Sam A. Meyer, Harrisonville, Mo	11

Ten points — Nos. 26, 34, 46.
Nine points — Nos. 53, 67, 105.
Eight points — No. 57.
Seven points — Nos. 21, 33, 116.
Six points — Nos. 5, 13, 14.
Five points — Nos. 23, 48, 58, 61, 112.
Four points — No. 38.
Three points — Nos. 12, 15, 49, 72, 78, 90, 96, 101, 102, 108, 111, 114.
Two points — Nos. 8, 11, 22, 42, 45, 47, 56, 60, 66, 86, 110.
One point — Nos. 24, 29, 51, 80, 91, 95, 97, 98, 99, 106, 113.

Sixty-six out of the 116 ads., or more than one-half, received one or more points. This is very unusual, and is another indication of an improvement in the quality of composition. It has been contended that the compositors who set these ads. are not sufficiently experienced to act as judges of the contest, and in order to get expert opinion, F. J. Trezise, chief instructor in the I. T. U. Course in Printing, and S. Roland Hall, principal of the I. C. S. School of Advertising, were asked to make selections of what in their opinions were the best ads. Their letters follow:

Dear Mr. Byxbee:

I have chosen of the ads. which you sent Nos. 35, 18 and 1, in the order named. While No. 1 is rather bold and strong in color, especially as regards the border, I think that it would make a better advertisement for the ordinary newspaper than the others. As to the matter of pure type-designing, I think that No. 27 is preferable to the one selected for first place, but for the purposes for which the ad. is designed I think that No. 35 is the best. Yours very truly, F. J. Trezise.

Dear Mr. Byxbee:

I have gone carefully over all the settings of the laundry advertisement, and my choice for first, second, third and fourth places is 18, 53, 15 and 95, in the order named.

According to my way of thinking, the object of an advertisement is to present a sales message to certain people in a strong, appropriate, readable way. Rule gymnastics, type conglomerations and all other such stunts are well enough if printers are merely trying to show one another just what weird and difficult things can be done with rule, type and ornament, but such things ought not to be printed in advertising space that costs real money.

Nor is it my opinion that an advertisement can be adjudged as being effective from an "artistic point of view," though not strong from a practical point of view. What is an advertisement good for if it does not do what the advertiser pays for it to do?

No. 18 is artistic enough to carry the association of a laundry of quality, and yet the heading stands out strongly. The body is plain and readable. Such an advertisement will stand out well if given any sort of chance in the make-up.

No. 18 being my first choice, it was natural for me to give second place to 53. No. 18 seemed to be handled just a little bit better, the slogan, "The Laundry of Quality," being given a little distinction.

For a while I considered seriously giving No. 15 first place, but there was a question in my mind as to whether it was wise to give such strong display to the word "Ladies." It is rather a nice question to decide whether women would be more likely to read an advertisement with such display than they would an advertisement headed, "Fine Laundry Work Is an Art." It may sound odd for a teacher of advertising to say he doesn't know, but really I can't say that I feel absolutely sure on this point, though at the last the weight of opinion fell with No. 18.

But the body-setting and the sub-display of No. 15 appealed strongly to me. The man who set that is a man who can be trusted to give good results on ad. composition.

No. 95 is also a creditable piece of work.

There are several settings, 31 and 43 for example, that I suppose would rank well as artistic settings, but in my opinion such settings are too smooth. They are likely to slip by the roving eye of the reader. As an old advertiser once said to me: "Don't make an advertisement so smooth and nice that it has nothing to stop the reader."

However, if No. 43 were so placed in a paper that it would not appear to run into other advertisements; that is, if it were placed at the top or at the bottom of a column, with three sides of reading, it would show up strongly.

There seems to be more of complex settings in this lot of advertisements than in the other lot I examined. My most earnest advice, if your contestants want it, is that the ad. compositor should strive for simplicity. Don't work in any rule, ornament, or do any stunt unless it is going to do one of three things: (1) Make an advertisement draw more favorable attention; (2) make it more readable; (3) bring about an appropriate association of ideas with the advertiser's product or service.

Sincerely yours, S. Roland Hall.

Believing that it would be interesting to know what the proprietor of a laundry would consider the best ads., A. B. Warman, proprietor of the Lackawanna Laundry, Scranton, Pennsylvania, was asked to make selections, and he named Nos. 3, 14 and 15 as the best ads. Mr. Warman has the largest and most complete laundry in Scranton, is advertising continuously in the daily papers, and his selections are of importance as showing what the customer would consider the most effective ad. for producing business. It will be noticed that most of the winning ads. were those which displayed most prominently "Fine Laundry Work," and next came those with "The Laundry of Quality" as the principal line. The latter appeals to me as the better heading, as it is out of the ordinary and a little bit ahead of the other in giving the impression of the very best quality of work. For the most striking display, however, the ads. with "Fine Laundry Work" for a heading are in the lead. Those ads. which used "Ladies" or any of the other lines for the principal display line would fail to attract the attention of readers who are interested in good laundry work. Many of these are very artistic, but they do not advertise the advertiser. The letters of Mr. Trezise and Mr. Hall cover the points of good ad. display so completely that it is not necessary for me to add more. It might all be summed up by saying that artistic display is important, but, after all, if an ad. does not produce business it is not a good ad., no matter how pleasing it may be from an artistic standpoint. Photographs of the leading contestants are shown herewith, and brief biographical sketches follow:

Edward J. McHenry was born in San Luis Obispo, California, in 1888. He started to learn his trade in the office of the Petaluma (Cal.) *Argus,* but later moved to Oakland, where he completed his apprenticeship on the Oakland (Cal.) *Tribune.* He has been employed by the *Tribune* ever since and is now in the ad. alley of that paper. Some of Mr. McHenry's ad. composition has been shown in The Inland Printer and favorably commented on.

W. U. S. Gerhart was born in Greentown, Pennsylvania, in 1864. In 1880 he moved to Kansas, where he started work as a cowboy, but on account of sickness was obliged to abandon this occupation. He learned his trade in the office of the Coffeyville (Kan.) *Journal,* under the instruction of the late Senator Pfeffer's son, "Jake," and served in various capacities in that office from "devil" to "scissors and blue-pencil editor." In 1891 Mr. Gerhart left the Coffeyville *Journal* to become foreman of the Parsons (Kan.) *Journal,* which position he held for two years, when he moved to Chicago, where he was employed for ten years by the William Johnston Printing Company and the Chicago Newspaper Union. In 1904 he moved to Scranton, Pennsylvania, and about a year ago accepted a position on *Mines and Minerals,* a mining magazine published by the International Correspondence Schools, where he has charge of ad. composition and make-up. Mr. Gerhart has always taken a great interest in The Inland Printer, and has been a continuous subscriber for ten years; he has seven complete volumes, which he values very highly. Six years ago Mr. Gerhart was left a widower with four little girls, all of whom are talented in music and two also doing phenomenal work as sketch artists. He has been an active member of typographical unions for twenty years, and is now vice-president of Scranton Typographical Union, No. 112, and a delegate to the Central Labor Union. He has missed but one union meeting in seven years.

Vincent J. McHenry is a brother of Edward J. McHenry and was born in San Francisco in 1890. He started his trade at the age of fifteen in the office of the San Luis Obispo (Cal.) *Telegram,* finishing with the Fox Press, at Oakland, California, where he is still employed as a job compositor. He is a member of Oakland Typographical Union, No. 36.

James E. Hart was born in Waterford, New York, in 1889, and has always lived there. In 1904 he started to learn his trade with R. D. Palmateer, editor of the Waterford *Times* (who has been connected with the printing business nearly fifty years), and is still in his employ. Mr. Hart has taken part in several of The Inland Printer contests, and received third place in No. 28 (April, 1910).



EDWARD J. McHENRY,
Oakland, Cal.
First place.



W. U. S. GERHART,
Scranton, Pa.
Second place.



VINCENT J. McHENRY,
Oakland, Cal.
Third place.



JAMES E. HART,
Waterford, N. Y.
Fourth place.



MERTON L. VINCENT,
Boston, Mass.

The ad.— No. 18 — of Merton L. Vincent was most prominently mentioned by advertising experts.

SUCCESSFUL CONTESTANTS IN THE INLAND PRINTER'S AD.-SETTING CONTEST, No. 32.

Merton L. Vincent was born in Peru, Vermont, in 1881, and served his apprenticeship in the job department of the Waltham (Mass.) *Free Press-Tribune*. He is at present employed in the specimen department of the H. C. Hansen Type Foundry, Boston.

While there are two ahead of Mr. Vincent in the list, his photograph and biographical sketch are published because he was given first place by Mr. Hall and second place by Mr. Trezise. His head line, "Fine Laundry Work Is an Art," is different from the others, and is an excellent line, but it lacks a little of the directness possessed by the shorter line, "Fine Laundry Work," in stating just what is advertised. Mr. Hart makes a very good suggestion in a letter to THE INLAND PRINTER when he says: "These contests have been very helpful to me and others in this office, and I regret that more printers, especially the younger ones, do not participate. I think that every employer should encourage his men to take part and offer prizes to those who will bring the honors to his shop. It appeals to me as the best method of finding out just what you can do." Next month will be announced Contest No. 33.

Ad. Criticisms.

Owing to the amount of space given to the ad.-setting contest, the criticism of ads. will be deferred until next month. Compositors who are interested in good ad.-display will undoubtedly gain many good points from a study of the specimens submitted in the contest, and will get a clearer idea of what constitutes good display.

Improving the Mattoon (Wis.) Times.

J. V. Bickhart recently purchased the Mattoon (Wis.) *Times* and an improvement is already noticeable — but there was plenty of room for it. Mr. Bickhart started out by removing a portion of the advertising from the first page, which always improves the appearance of a paper. Now if he will eliminate paid reading notices from the news columns, and reset his advertising in more up-to-date style, the *Times* will be a decided credit to him.

A Circular Which Got the Advertising.

It is difficult to trace results from circulars designed to influence advertisers to use newspapers, but occasionally we hear of one which it is known produced business. Such a folder was recently issued by the Jackson (Miss.) *Clarion-Ledger*. The first page, bearing the legend, "Here's Your Chance to Get Close to the Man Who Buys," was printed in green and purple inks. On the inside was the line, "It's

Fine Laundry Work *is an art, and our employees are artists in their line.*

If you have any especially fine shirtwaists, ladies, you can send them here for fine laundering with perfect security.

The dainty waist and fine lingerie you are planning to wear on Easter Sunday should be laundered carefully at our laundry

Iowa Steam Laundry Company *"The Laundry of Quality"*
WILLIAM POHLMANN, Jr., Manager.
213-215 East Third Street
Both 'Phones 227.

No. 17.
First place.

"The Laundry of Quality"
Both 'phones 227.

Ladies, If you have any especially fine shirtwaists, you can send them here for fine laundering with perfect security.

Fine laundry work is an *art*, and our employees are artists in their line

The dainty waists and fine lingerie you are planning to wear on *Easter Sunday* should be laundered carefully at our laundry

Iowa Steam Laundry Company
William Pohlmann, Jr., Manager
213-215 East Third Street

No. 41.
Second place.

FINE LAUNDRY WORK

Is an art and our employees are artists in their line.

If you have any especially fine shirtwaists, ladies, you can send them here for fine laundering with perfect security.

The dainty waist and fine lingerie you are planning to wear on Easter Sunday should be laundered carefully at our laundry.

IOWA STEAM LAUNDRY COMPANY ["THE LAUNDRY OF QUALITY"]
WILLIAM POHLMANN, JR., Manager
213-215 East Third Street
BOTH 'PHONES 227

No. 35.
Third place.

"THE LAUNDRY OF QUALITY"

Ladies: If you have any especially fine **Shirtwaists** you can send them here for fine **Laundering** with perfect security

Fine Laundry Work

is an art, and our employees are artists in their line.

The dainty waists and fine lingerie you are planning to wear on Easter Sunday should be laundered carefully at our laundry.

IOWA STEAM LAUNDRY COMPANY,
WILLIAM POHLMANN, JR., Manager.
213-215 EAST THIRD STREET
Both Phones 227.

No. 1.
Fourth place.

WINNING ADS. IN THE INLAND PRINTER'S AD.-SETTING CONTEST, No. 32.

not what you pay for the ad.— it's what the advertisement pays you." The argument was intended to induce advertisers to use the "State Fair Edition," and quoted prices only on pages, half pages and quarter pages, ranging from $50 to $15. The closing argument was, "150,000 people will visit this fair who are now ready to buy. *It's your move.*"

Discontinued Its Weekly Edition.

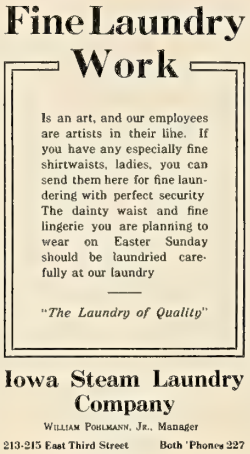
The *Weekly Illinois Courier*, Jacksonville, Illinois, has been discontinued and merged into the *Daily Courier*. This is a very unusual step, but has it advantages. The daily has been rapidly increasing in circulation and popularity, building is of the bungalow type, with three-foot extension eaves, built of concrete, with windows on all four sides, thus affording plenty of light and air. Hereafter the paper will be devoted exclusively to local and county news.

"My Dad and His Birthday."

A. Louise Babbage, a loyal daughter of John D. Babbage, publisher of the *Breckenridge News*, Cloverport, Kentucky, recently published a neat booklet, entitled "My Dad and His Birthday." She doesn't say just how old "Dad" is, but she tells some pleasing reminiscences of earlier days before the *News* was established in 1876.



No. 18.



No. 27.



No. 89.



No. 53.



No. 15.



No. 95.



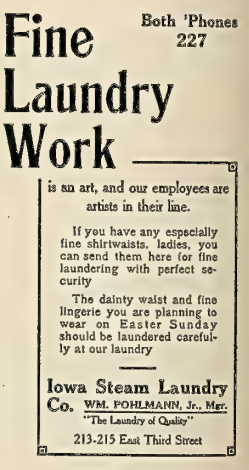
No. 31.



No. 43.



No. 3.



No. 14.

OTHER ADS. MENTIONED IN THE DECISIONS OF THE ADVERTISING EXPERTS.

and the combination will still further enhance the value of this growing property. All subscribers to the weekly edition, many of whom have paid several years in advance, are to receive the daily edition for the full term of their subscriptions. This will add materially to the circulation of the daily, and affords an opportunity for increasing advertising rates. The move looks like a good one.

New Building and All Home Print.

"Everything comes to the man who goes out and gets it," is the motto of the Foley (Ala.) *Onlooker*. Frank Fesler, the publisher, evidently lives up to this slogan, as he has just moved his paper into a new home, built specially for the *Onlooker*, installed a new Hoe press and other up-to-date machinery, and discarded the ready-print. The new

An Air-ship Newspaper Edition.

The Tulsa (Okla.) *World* claims to be "the first newspaper which was ever published in mid-air." On October 20 it issued an aerial edition four thousand feet above the earth, Eugene Lorton, the paper's editor, sending it as a message from the clouds while soaring in the heavens with Aviator Bonney. The paper, of course, was printed before the flight, but it was distributed to the "earthly" crowds from the air-ship. The leading article was entitled "A Message from the Clouds," in which the editor says, in part:

"Editing a newspaper nearly a mile above the earth is an entirely new experience. . . . It may be some time, however, before daily newspapers will be generally published in mid-air, but the fact that the Tulsa *World* is able

to drop out of the clouds the first aerial edition ever attempted is an event worthy to be remembered by the thousands of people who are watching the flight to-day, and this souvenir edition is sent to them with the best wishes of the *World*, and the hope that it may ever be cherished by all."

The subject-matter was written with an aerial flavor. The society editor gave an account of a dinner at which the Bachelor Club entertained a galaxy of stars. "The color-scheme used in the decorations was sky blue, and dainty, glittering golden twinkles were to be seen everywhere. Punch was served from the Big Dipper by Miss Venus. After dinner the time was spent sliding down sunbeams and putting salt on comets' tails."

It was good advertising for the *World*, and the editor is to be congratulated on his enterprise — and courage.

Unique Letter-head.

Publishers of country newspapers frequently try to get up something out of the ordinary for a letter-head, but for an original idea nothing recently has appeared which

BEIN' A MESSAGE FROM J. B. MILLER, WHO OWNS AND EDITS THE BUCKLIN BANNER, AND DOES ALL KINDS OF COMMERCIAL PRINTING OF HIGHEST QUALITY, AT HIS OFFICE ON SOUTH MAIN STREET, BUCKLIN, KANSAS

Unique letter-head of the Bucklin (Kan.) *Banner*.

can touch the one shown herewith, designed by J. B. Miller, publisher of the Bucklin (Kan.) *Banner*. This is set in one of the new type-faces and has the appearance of being hand-lettered.

Seventieth Anniversary of the Brooklyn Eagle.

In celebrating the seventieth anniversary of its entry into the field of New York journalism, the Brooklyn *Daily Eagle* commemorated the occasion by issuing an anniversary number containing ninety-six pages, including a forty-eight-page magazine, printed on a highly calendered paper, with cover printed in colors. The illustrated section is a splendid example of the newspaper printer's art. William Miller, foreman of the composing-room of the *Eagle*, has been in receipt of congratulations from printers from all parts of New York on the success attained in this issue, and with the coöperation of his two assistant foremen, Henry M. C. Brown and Frank W. Harris, he has caused to be produced a masterpiece of printing of which any composing-room should be proud, few can equal and all may envy.

The entire issue of ninety-six pages, including the illustrated magazine, was set up and made up complete in the composing-room of the newspaper, using the regular stock material of the plant; no special equipment was purchased, nor was outside help solicited in its make-up. The marvel of this achievement may be better appreciated when it is considered that the work was done by the regular force of printers, during the usual hours of daily labor, while at the same time issuing a twenty-six or a twenty-eight page daily and a Sunday edition of sixty-eight pages.

The size of the pages of the magazine section was 11¼ by 16 inches, trimmed, four columns to the page, and printed without column-rules. The head-letter and display type used with the news matter was thirty-six point Webb Outline, set in parallel-rule boxes with round corners. For the display advertising, the Jenson series of type was employed throughout, the advertisements set with single and parallel rule borders. No dashes or ad.-rules were used in the make-up. All of the single and parallel rule borders were cast on the Linotype, and the news matter, the running heads and the body of the advertisements, as far as practicable, were machine set.

The presswork was done in the pressroom of the book and job department of the *Eagle*, as was also the four-color process on the cover. The entire edition was replete with half-tones, many of which were made in the *Eagle's* art department.

Many Excellent Special Issues.

THE Hazleton (B. C.) *Omineca Herald* recently published a very handsome "Investments Edition." It consisted of thirty-two pages and cover, beautifully printed on enameled stock.

THE "Interstate Fair Edition" of the *Golden Valley Chronicle*, Beach, North Dakota, was a credit to that paper. Beach has only 1,500 people, having grown in six years from a population of 25, and it is seldom that a paper of this size is published from so small a town.

WITH the beginning of its twenty-eighth volume the Kiowa (Kan.) *Journal* issued an "Anniversary Edition" containing many extra pages of interesting reading. The advertising patronage demonstrated that the *Journal* was fully appreciated by the business men of the town.

SOMETHING rather novel in a special issue was published by the Wareham (Mass.) *Courier*. It was called a "Summer Souvenir Edition" and contained many illustrations and descriptive matter that was designed to make it of sufficient interest to summer visitors for them to preserve it.

"SKAGIT COUNTY DEVELOPMENT EDITION" is the title of a forty-eight page special issue of the Anacortes (Wash.) *American*. The bulk of this number was made up of the usual interesting local matter and the whole enclosed in a nicely printed cover in three colors — red, black and sepia. The many half-tones on the cover appeared particularly well.

ON the occasion of the dedication by President Taft of the United States Naval Training Station, at North Chicago, Illinois, the largest and costliest naval training station for young men in the world, the Waukegan (Ill.) *Sun* issued a "Great Lakes Naval Training Station Souvenir Number" that was a distinct credit to that enterprising paper. The many large half-tones were exceptionally well printed.

NOT to be outdone by the northern papers, the Jackson (Miss.) *Clarion-Ledger* published a "Fair Edition" late in October consisting of 152 seven-column pages. There were nineteen eight-page sections, over two pounds of paper being used for each number. But it was not only in bulk that this issue deserves consideration: it is evident that editorial, business and mechanical departments all combined to make it creditable in every way. It is unquestionably one of the largest and best special issues ever published in the South.

ONE of the largest and most creditable special issues which have come to my desk in a long time is the "Twentieth Anniversary Souvenir Edition" of the La Salle (Ill.) *Tribune*. It consists of 186 pages and cover, the pages the same size as those of THE INLAND PRINTER, printed on enameled stock. One hundred and fifty-two of these pages are devoted to reading-matter and illustrations, all the display advertising, with the exception of two pages, appear-

ing in the back of the book. There is scarcely a page in the book without one or more fine half-tones, and the whole comprises a very valuable history of the *Tribune's* home county. A price of 50 cents a copy was placed on this special number — 70 cents when sent by mail.

USUALLY a special issue has a distinctive name, but the Coraopolis (Pa.) *Record* broke this rule when it published a nicely illustrated number of sixty pages, about 11 by 15 inches, enclosed in a neat cover. This special edition was issued to commemorate the twenty-fifth anniversary of the borough of Coraopolis, and the completion of the new bridge connecting Coraopolis and Sewickley. The first cover-page had a very appropriate illustration in colors. There was no display advertising, but there were a number of illustrated descriptive articles of local industries, each occupying one page and set in a uniform style. Every page had the same border and the same style heading, giving the paper a most pleasing appearance.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Tar Heel, Chapel Hill, North Carolina.— The heads you are using on your first page are too large for a five-column paper; aside from this the make-up is very commendable. The printing is carelessly done, as both color and impression are uneven, and the column-rules should not be allowed to cut through as they do.

St. Clair (Mich.) *Republican.*— There is no serious criticism to make of your paper. It needs attention to some of the smaller details of make-up and presswork, such as keeping all columns even at the top, particularly plate columns, shaving off the burr at the bottoms of columns, and getting a more perfect impression on column-rules and an even distribution of ink.

Bucklin (Kan.) *Banner.*— You are publishing a very neat paper. The ads. are nicely displayed, but the use of so much of the various kinds of twelve-point border detracts somewhat from the appearance of the advertising pages. Plainer and smaller borders would be better, particularly on the smaller ads. Two or three larger heads on the first page would be an improvement.

Kerman (Cal.) *News.*— You have a well-arranged first page, giving your paper a wide-awake appearance. The advertising is nicely displayed, but, like the *Banner,* mentioned above, the borders spoil the appearance of the advertising sections. The 2 and 3 inch double-column ads. and the single-column ads. should have plainer borders, preferably a single rule, unless specifically ordered by the advertiser. Such ads., when properly displayed, will bring just as good results to the advertisers.

THE TIN CAN MUST GO.

The Steel Trust, or at least the tin-can department of the Steel Trust, is threatened. The tin can is to be relegated to the scrap heap, and its place will be taken by the paper can.

A Chicago Ph.D., who has invented a process for making paper nonporous, says he believes that within a year food put up in tin cans will be hard to find in the market. He has made a pail out of a newspaper, by painting the paper with a preparation costing about half a cent, and then pasting it over an ordinary pail for a mold. Cottonseed oil, he says, is the hardest liquid to pack, and will leak even from soldered tins, but he is proving now in experiments made for a large Chicago corporation that his paper receptacles will hold it. If the Chicago Ph.D. thinks that paper pails are new he is slightly astray, but if he can bring about the substitution of the paper can for the tin can, many papermakers will rise up and call him blessed.— *The Paper Mill.*

WHEN you begin to get a dollar and ten cents' worth for a dollar, it's time to count the change.— *J. S. McMillan, McMillan Printing Company, Monroe, Michigan.*

THE 'PRENTICE PILLAR IN ROSLYN CHAPEL.

Scott in "The Lay of the Last Minstrel" has these lines:

O'er Roslyn all that dreary night
A wondrous blaze was seen to gleam;
'Twas broader than the watchfire's light
And redder than the bright moonbeam.

Seemed all on fire, within, around,
Deep sacristy and altar's pale;
Shone every pillar, foliage-bound,
And glimmered all the dead men's mail.

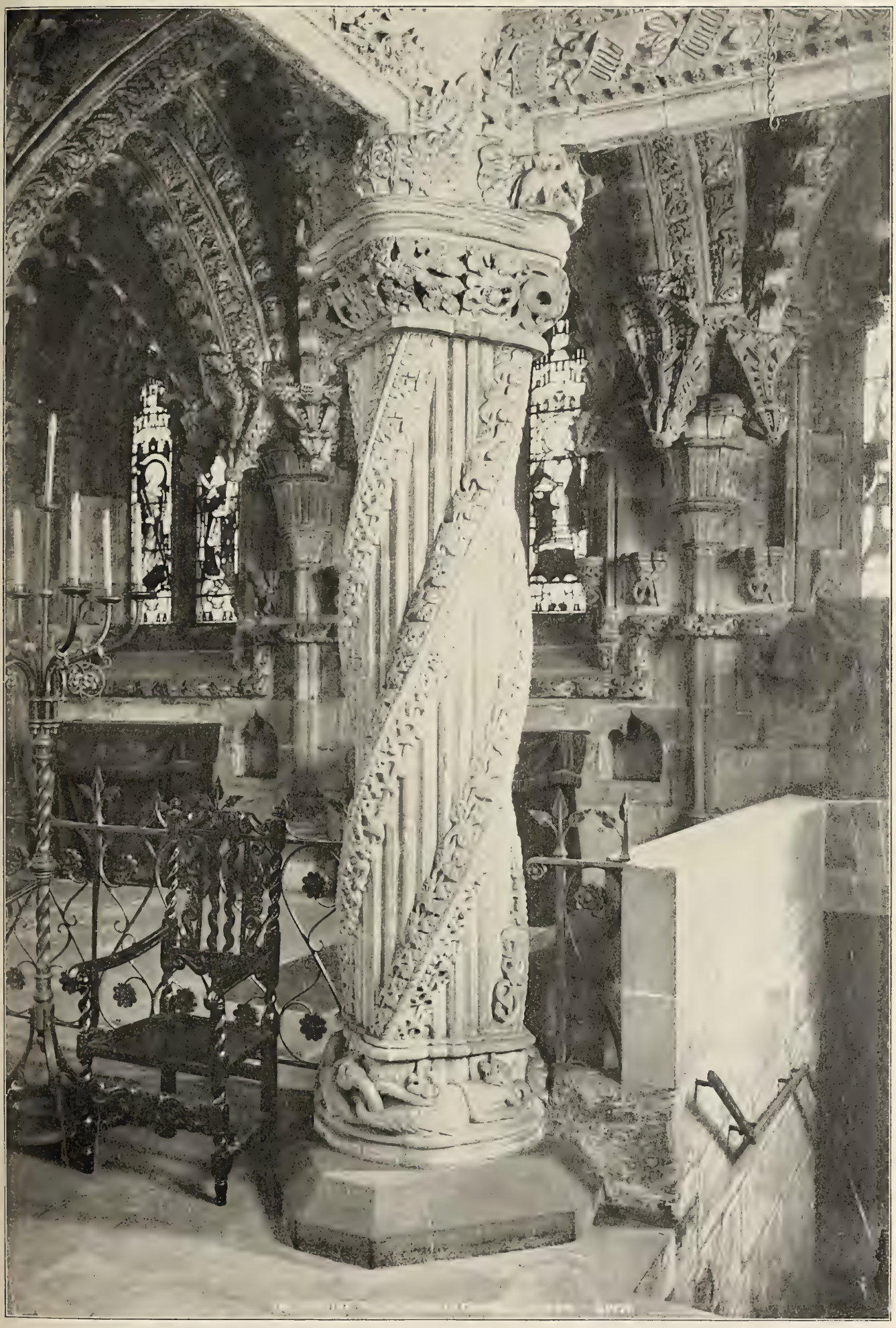
After the publication of the poem Roslyn became so popular that a coach was started from Edinburgh and a new inn was built. It was to the old inn that Boswell and Johnson came one day for a peep at Roslyn, leaving Sir John Dalrymple, with whom they were engaged to dine at Cranston, to consume his "seven-year-old sheep" alone. This old chapel was founded in 1446, but at the time of the Reformation all the altars and images were destroyed. In fact, after the battle of Dunbar, Cromwell's troopers stabled their horses in it. Not until 1861 was a thorough restoration attempted by the third Earl of Roslyn.

The most attractive feature of this fairy chapel is the famous 'Prentice pillar. To show for how long a time the story has been connected with this skilfully carved pillar, Thomas Kirk's "Account of a Tour in Scotland" (1677) may be quoted: "Two miles farther we saw Roslen chapel, a very pretty design, but never finished. The roof is all stone with good imagery work. This story is told us: that the master builder went abroad to see good patterns, but before his return his apprentice had built one pillar that exceeded all that ever he could do or had seen; therefore he slew him; and there was shown us the head of the apprentice on the wall with the gash in his forehead, and his master's head opposite him."

Thus the tradition has come down in unaltered form for over two hundred and thirty years. Mr. Thompson finds moreover in the church records that the Bishop of St. Andrews, whose diocese included Roslyn, being in Rome at about the time when the chapel was nearing completion, obtained from the Pope a dispensation to "reconcile Roslyn" — that is, to cleanse it from the pollution of some deed of violence committed within its precincts. The details of the particular circumstances that made it necessary to "reconcile Roslyn" are not given, but it seems at least likely that it was that one whose account has been so faithfully preserved.

URGES STANDARD SCALE OF PRICES.

Agreement upon a standard of cost for the various kinds of work would do much to place the printing trade in its rightful position, if honestly observed by the majority of printers. It is unnecessary to combine upon arbitrary prices. Prosecutions might be possible if this were done. But how can objection be made to the declaration that thorough investigation shows an average cost of a definite sum any more than to the announcement of a common plan to insure correct count on work delivered? The profit could be simply suggested in the form of an opinion, with reasons why the conclusion was offered for consideration. In connection with it there might be taken up the advisability of any standard covering a competitive district, or whether the entire country should not be included, since the field becomes wider daily and distance no longer proves a barrier to the aggressiveness of bidders.— *Printing Trade News.*



THE 'PRENTICE PILLAR, ROSLYN CHAPEL, NEAR EDINBURGH, SCOTLAND.

THE POLK COUNTY ENTERPRISE WELL NAMED.

As Jo Anderson says, "The man who not only keeps pace with the times, but just a little ahead of 'em, stands out from the bunch like a large wart on a small pickle." And this not only keeping pace with the times, but always keeping just a little ahead of 'em, is the sole secret and success and advancement that W. L. West, of the *Polk County Enterprise*, of Livingston, Texas, has made in this phenomenally swift age in which we live — an age when a man must be a "live wire" every day of his life, or be lost in the shuffle, to sink back in the dim distance of oblivion, to see the man with energy and twentieth-century methods take his place.

On his arrival at Livingston, six years ago, Mr. West found for his competitor in the newspaper business the typical old-time newspaper, published by the methods of our forefathers, when the advantages of to-day were not at hand, and system was a thing unheard of, publishing the paper on an old Washington hand press. Mr. West perceived the great possibilities of the future, the benefits to be derived from the management of a first-class newspaper and up-to-date job-office, managed on strictly systematic principles, with the most modern methods and equipment.

Installing a new plant, with the latest styles of type and presses, it was a matter of only a short time till he was without competition in the town. Where other offices in the county were delivering work to their customers that looked like the product of blacksmiths, Mr. West filled his pay-roll with the best workmen, and was soon doing the

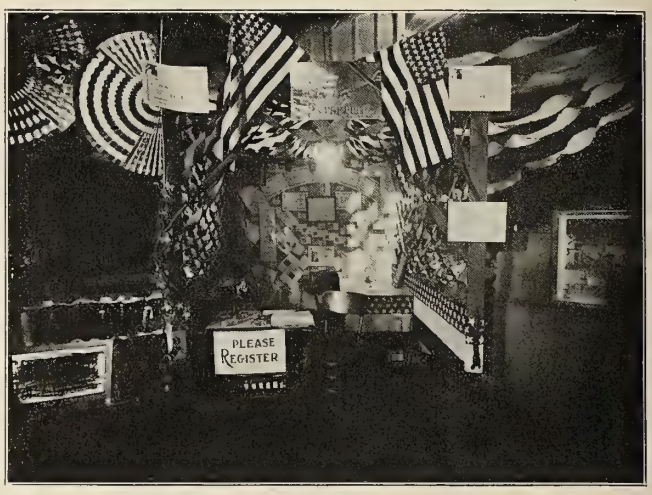


First-prize float — Polk County *Enterprise*, Livingston, Texas.

jobwork for the entire county, and he is now without a competitor in a county of 1,800 inhabitants. His office is equipped with individual motors, and his working force is composed of highly skilled printers who are paid good wages. This only exemplifies that up-to-date methods and good workmen must eventually triumph over the old, out-of-date methods that were in vogue twenty years ago.

At the county fair held at Livingston in October, the float of Mr. West carried off the blue ribbon by a unanimous vote of the judges. A picture of the float is herewith shown. In the background is a facsimile of a sunset (in the west), with the words "West Printery" painted in the center. A water scene is represented on the float by painted cloth, and in a boat are two little girls, dressed in white, carrying a white parasol, driving two white swans with wide blue ribbon lines. On the side of the float is the inscription, "Boosting Polk County Is Our Motto," and this is a slogan with which the *Enterprise* has won the friendship and hearty support of every loyal citizen of Polk county.

The decorated booth of the *Enterprise* at the Exhibition Hall, shown in the illustration, attracted much attention



Booth of the Polk County *Enterprise*, Polk County Fair, Livingston, Texas.

and received many compliments for its beauty and the excellent quality of the printing displayed therein. Arranged by the foreman of the office in a neat display were samples of work executed at the *Enterprise* office showing many specimens of two and three-color printing, special rule forms, railroad tariff sheets, briefs, catalogues, etc. A public telephone was installed by the *Enterprise* for the three days, and a writing-table and register, with a card tacked up asking all visitors to "Please register."

These are some of the features which mark the enterprise of a live editor in a country town. And this brief history of Mr. West's progress should help a little to awaken the Rip Van Winkles of the country-newspaper profession.

B. L. T. "PICKUPS."

OCCIDENTS WILL HOPPEN.

Before quite finishing the typesetting for the *Register* this week, the Linotype refused to set the letter A (smoll) ond the letter o wos substituted. The broken port wos ordered immediotely by telegroph.— *Rochelle Register.*

AN ARTISTIC CUSSER.

If you have a stove to put up or a glass to put in and don't want to swear let J. H. Fuog of the Fair do it. He is an artist.— *Logan Square (Chicago) Herald.*

NONE GENUINE WITHOUT THE SIGNATURE.

I will not be responsible for any debts contracted by any one but those that I make. Alex. Paul Gandt.— *Chicago Daily News.*

— *A Line-o'-Type or Two, Chicago Tribune.*

NOT HITTING THE PRESSMAN.

The complaint editor was trying to pacify an indignant contributor who was scolding him through the telephone.

"We printed your communication the day after it was received," he said.

"I didn't see it, and I looked all through the paper."

"It was on the page where we always run such things. Didn't you notice a blur at the bottom of the fifth column that you couldn't make anything out of?"

"Yes."

"Well, that was it." — *C. W. T., in Chicago Tribune.*



THE WORK OF G. DOLA, PARIS.

Three-color half-tone from a lithographic print, by permission of the artist.
Engraved and printed by The Henry O. Shepard Company, Chicago.

Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Photoengraving Conditions in England.

Employment in photoengraving seems to be as slack as it is in other trades in England just now. The *British Journal of Photography* has this to say in the matter: "We are frequently asked for advice as to getting engagements in process houses. Many querists seem to assume that a mere knowledge of ordinary photography will qualify them for a position. Of course this is not the case, for 'process' has become a very highly specialized branch of photographic work, requiring skill of a degree that can only be acquired by long practice. It is also sometimes asked if the occupation can not be learned at some of the schools teaching processwork, our answer to which is decidedly in the negative. Correct methods can be acquired at a school, but it is difficult, if not impossible, to acquire at a school the experience that is essential to the speed so necessary to-day. Further, the schools admit only persons actually engaged in some branch of the craft, their function being held to be, not to teach the trade, but to supplement the training obtained in the workshop. Moreover, it is a mistake to assume that conditions are so very much better for employees in photoengraving than in other occupations. While it is true that the quite first-class man obtains good wages (as he does in any industry), the subdivision of labor now introduced enables labor to be engaged at constantly reduced remuneration. There is also another unpleasant feature that is becoming quite common in process houses, and that is the "standing off" of the workman when the business is slack. This deplorable practice is a most demoralizing thing for the worker, and one of the chief causes of that reckless discontent which we have lately witnessed."

The Corkett Intaglio Process.

Rotary photogravure may be said to have arrived in this country, to judge from the beautiful specimens just received. They are results of the Corkett Intaglio Process, made at the plant of the American Lithographic Company, New York. Some of the exhibits are combined with lithographic borders, a valuable addition in setting off the photogravure. The type-matter of these specimens is printed either lithographically or typographically, which is as it should be. The screens used are finer than have been previously used here for similar work. There seems to have been no trouble in keeping the margins clean, and the results are real art reproductions.

Mr. Frederic T. Corkett, member of the Society of Arts, London, brought the process here. He has been working at the problem of machine photogravure for many years. He was for a time connected with the Fine Art Publishing Company, which was owned by the old Rembrandt Company, which is the parent rotary photogravure company of England. He some time since purchased a German gravure process. Mr. Corkett brought with him skilled assistants and proper machinery, as the results amply prove. A separate company has been formed, which is a subsidiary of the American Lithographic Company.

In this company's circular it is stated: "The Corkett Intaglio Process is not a cheap process. It is distinguished by its art quality, its richness and soft tonal effects. Cost-



THE PHOTOENGRAVER'S DREAM.
From *Swain's Quarterly.*

ing, as it necessarily does, more than half-tone work, the result, however, proves it worth all it costs."

Mr. Corkett has had guaranteed all the work the installation can do for the next five years. He is to return to Europe at the end of the year, as the British government has taken an interest in his process, and it is expected it will be installed there for record purposes.

Rotary Photogravure Applied to Fabrics.

In Europe they are printing fabrics in three colors at the rate of six miles an hour from copper rollers engraved by the rotary photogravure method. The rolls are sensitized by the Merten's system. The positive is made on a thin sheet of celluloid and wrapped around the roller, while the latter is exposed to light. After development, the

roller is etched in chlorid of iron and is then ready for printing. On the machine the roller turns in an exceedingly liquid printing-ink, which fills the engraved lines in the roller. One or more steel scrapers remove the ink from the surface of the roll, so that when the fabric comes in contact with it the material takes up the engraved design. A heavy steel cylinder presses a rubber roller against the copper roller, and the fabric passes between the copper and rubber surfaces. After printing, the fabric is led away into a drying-room over steam pipes, where it is quickly dried and rolled up. The machines for doing this work are made in Switzerland. Some reproductions printed in this manner are so fine as to resemble photographs on silk or rough fabrics.

Screen Angles for Colorwork.

R. F. Buckman, Cleveland, asks about the proper screen angles for three and four color work, and they are given so well in the *Photographic Annual*, for 1911-12, just to hand, that the article is quoted as follows:

" To avoid moiré effect, the lines used for the successive colors must cross at the most obtuse angles possible. For three-color work these angles may be 45°, 75° and 105°. For four-color work the screen angles may be 22½° apart; but as there is danger of pattern, it is better to have 15° between the red and yellow, and 30° between the blue and black. The following positions give least moiré pattern: Red, 60°; yellow, 75°; blue, 90°; and black, 120°. Where only two screens are at hand, turn the copyboard 15° between the red and blue when making the yellow plate, or, better still, have a carrier made to throw one of the screens 15° out of perpendicular. In any case be careful to put the yellow between the red and blue or there will be a pattern, since black will not work nearer than 27° with any color without giving a pattern. Blue and red will work together at 25°, while yellow can be put as close as 12½° to red or blue. With the circular screen the following angles can be chosen: Black to blue, 30°; blue to yellow, 17½°; yellow to red, 17½°."

This *Photographic Annual*, from which the above is taken, is sold by Tennant & Ward, 122 East Twenty-fifth street, New York. Price, 50 cents.

The Shop Superintendent and His Management.

Those who have heard Mr. Charles A. Stinson, of Gatchel & Manning, talk, either at conventions or elsewhere, know that what he has to say is worth listening to. Here are a few pointers from him on " Shop Management," found in the *Photo-Engravers' Bulletin:*

" The management of the shop should be in the hands of one competent to handle it. He should have executive ability, a knowledge of the practical part of the business, and enough common sense to guide his words and actions toward the workmen.

" The men he employs should each be individually fitted for the particular class of work to be produced, and every endeavor should be made to have them work in harmony. If you employ the best individual workmen obtainable in each department, and they fail to work together, the result is far worse than having ordinary men work in harmony.

" The photoengraving business is divided into many parts, each dependent on the other. An error in any one part is liable to cause failure on the particular piece of work in hand. Like many baseball teams, composed of a number of stars, the records show good individual work, but they play to the grand-stand, make no effort at coöperation, their team struggles on, practically last in the race, while the leaders, boasting of no stars, but with proper management and teamwork, have made good. [Stinson, being a Philadelphian, could not help bringing in the baseball comparison.]

" The superintendent should cast aside personal friendships and dislikes and be guided only by results. A good organization can be broken by prejudice. He should not criticize unless he be sure of his facts and where to place the responsibility. If the criticism is in reference to methods of working, he should be able to suggest a remedy."

To the bosses Mr. Stinson says: " The superintendent must have your confidence. You should never go over his head; all faults should be gone over with him personally. Work should be placed through him only. If you fail to do your part, the men will have less confidence in his position than you have, and neither of you will get results, if one interferes with the other."

Mr. Pulitzer Pioneered Newspaper Illustration.

The death of Mr. Joseph Pulitzer recalls that he pioneered modern newspaper illustrating. This is how it was brought about: My friend Valerian Gribayedoff had been reporter and occasional artist on a New York paper called *Truth*. Getting acquainted with Col. John A. Cockerell, who had come from St. Louis as managing editor of Mr. Pulitzer's new purchase, the moribund New York *World*, "Grib" said to him: " Colonel, illustrations would boost your *World* faster than any other feature you could introduce, and they would give it a unique character." " How in blankety blank, etc.," said the Colonel (and those who remember him know he was a master of profanity). But " Grib " was not to be bluffed, and as they were standing at a Park Row bar a few more drinks mellowed the Colonel so that he promised to speak to Mr. Pulitzer about it. Mr. Pulitzer was not enthusiastic, for he recognized the mechanical difficulties. " Grib " had promised to attend to the photoengraving, so Pulitzer permitted the experiment to be tried. The first Sunday in March, 1884, the *World* had a page illustrated with heraldry suggestions for New York society people. It attracted much attention. The next Sunday he had a page of caricatures of the financial figures of Wall street. This made a sensation, and from that day dates the phenomenal growth of the *World's* circulation and Mr. Pulitzer's fortune. The writer began on March 5, 1884, to send out illustrations to the country newspapers in the stereotype plates of the American Press Association. In this manner the smaller papers were illustrated long before some of the great metropolitan dailies. The American Press Association cuts showed them the possibilities of illustrating and set the style for the newspaper illustrations of this country. The New York *Daily Graphic* had for just eleven years previous to 1884 been illustrated in a most magnificent manner, daily. It was printed lithographically. Mr. Pulitzer it was who, utilizing " Grib's " suggestion and art, found illustration to be the greatest circulation winner for the paper printed on the modern stereotyping web press.

GETTING THE BEST OUT OF THE EMPLOYEE.

Getting the best out of an employee is not *getting the blood out of him;* and, likewise, getting the blood out of him is not *getting the best out of him.*

To put heart and brain into one's work is to *fertilize* the brain and *stimulate* the heart.

Degeneration and decay are the natural inheritance of the careless, disinterested worker.

THIRD COST CONFERENCE OF CENTRAL AND WESTERN PHOTOENGRAVERS.

THE Third Conference of Central and Western Photoengravers was held in Chicago, Friday and Saturday, November 10 and 11. It was called principally for the purpose of receiving and discussing the report of the Cost Committee that had been appointed by the Second Conference of Central and Western Engravers last February, to investigate the various cost systems in use to standardize not only cost-finding methods employed in the engraving industry, but the trade terms as well.

E. W. Houser, president of the International Association of Photoengravers, acted as chairman of the conference. One hundred and twenty-five proprietors and representatives of engraving establishments, located in the various cities in the territory bounded by Buffalo, Denver, Louisville and Duluth, attended the conference. The following officers and members of the International Executive Committee were also present and participated in the work of the conference: James Magrue, vice-president; George Brigden, secretary; John C. Bragdon, treasurer; J. C. Buckbee, Fred W. Gage, H. A. Gatchel, S. E. Blanchard, H. B. Blatchly.

A very interesting program had been arranged, every number of which was heard and appreciated by all. The Cost Committee endorsed the Denham Cost Finding System as the best one for use in engraving establishments, and submitted a manual and various forms of blanks of a simple cost system intended for use in the small establishments. Its report and the proposed cost system were very well received, and a number of those attending the conference stated they would put it into use in their own establishments at once. Quite a number in this territory had previously given Mr. Denham tentative orders for the installation of his cost system, but held the matter in abeyance waiting for the Cost Committee's report. Now that the latter has been received and adopted by the engravers of the Middle West, engravers may look for the early installation of cost systems in many establishments; in fact, it is expected that the Denham Company will be kept extremely busy installing its systems in engraving establishments from now on. The conference also adopted the Cost Committee's definition of trade terms, and urged upon all engravers to use them and make them standard in this industry.

These recommendations are as follows:

DEFINITION OF TRADE TERMS.

1. HALF-TONE, SQUARE PLATE.— A half-tone in which the outside edges are rectangular and parallel; may be with or without single black-line border.

2. HALF-TONE, OUTLINED.— A half-tone with the background outside of the object entirely cut away, leaving a definite edge without shading or vignetting.

3. HALF-TONE, VIGNETTED.— A half-tone in which one or more of the edges of the object are shaded from dark tones to pure white.

4. HALF-TONE, OUTLINED AND VIGNETTED.— A half-tone in which part of the background is cut away and part vignetted.

5. CUT.— Never use this obsolete term, as it does not apply to the photoengraving business; use the term "engravings" or "plates."

6. DIRECT HALF-TONE.— A half-tone to produce which the screen negative is made by direct exposure of the article itself, and not from a photograph or drawing.

7. HIGH-LIGHT HALF-TONE.— A half-tone plate in which the elimination of the dots in the high lights is accomplished by a photomechanical process instead of cutting them out with a tool.

8. NEWS-TONE.— A name sometimes given to coarse-screen half-tones, always etched on zinc and used mostly for newspaper work. Also known as "quarter-tone."

9. METZOGRAPH.— A half-tone made by the use of a grained screen instead of a cross-line screen.

10. DUOGRAPH.— Two half-tone plates made from one copy and usually printed in black and one tint, or two shades of the same color, the two plates made with different screen angles.

11. DUOTYPE.— Two half-tone plates made from one copy, both from the same negative and etched differently.

12. TWO-COLOR HALF-TONE.— Two half-tone plates, either or both plates an etched plate containing parts or all of the design, to be printed in two contrasting colors.

13. THREE OR MORE COLOR HALF-TONES.— Same as definition of two-color half-tone, using three or more etched half-tone plates.

14. THREE-COLOR PROCESS PLATES.— Printing-plates produced from colored copy or objects to reproduce the picture or object in its original colors by a photochemical separation of the primary colors, and etched half-tone plates to reproduce each separate color, usually printed in yellow, red and blue. An approximate result may be obtained from one-color copy by using the skill of the workmen in securing the color values on the etched plates. (Eliminate the word "fake" from your vocabulary as applied to the three-color process.)

15. FOUR-COLOR PROCESS PLATES.— Same as the three-color process, with the addition of a gray or black plate.

16. COMBINATION PLATES, BLACK ONLY.— Plates made by the use of two or more half-tone or line negatives, the films stripped together and printed and etched on one copper or zinc plate.

17. COMBINATION PLATES, COLOR.— Plates made by the use of a key-plate and color-plates, either half-tone or line, to be printed in two or more colors.

18. BEN DAY PLATES.— Plates made by laying shaded tints on copper or zinc and etching them to produce colors or a combination of colors when printed.

19. DEEP ETCHING.— Additional etching made necessary to secure proper printing depth where this can not be accomplished by routing, and usually caused by the use of dense black lines, or line negatives and half-tone negatives being combined in one plate.

20. POSITIVE ETCHING.— A plate from which the blacks of the original copy will print white and the whites will print black.

21. HAND TOOLING.— Any work done by use of a tool upon the plate to increase the contrast of the etched plate.

22. EMBOSSING PLATE.— A plate cut or etched below its surface for the purpose of raising the image of the printed surface.

23. STAMPING DIE.— A relief plate engraved on brass or zinc for stamping book covers or similar surfaces.

In considering the trade terms on which standardization has seemed advisable, the members of the Cost Committee found that there was a wide variation in the use of ordinary and accepted terms. They counseled with all available authorities and brought to bear on the various points the practical knowledge of men who for many years have been associated with the business.

No attempt has been made to include all of the trade terms, but rather to exclude all those of which the meaning was clear and concise.

In all probability some of the definitions as decided on may seem contradictory or inadequate, but their consideration by the conference should at least bring forth a final decision as to the meaning of any word or phrase that may hereafter be used as common property by all photoengravers.

The most interesting feature of the program was the estimating exercise, in which all participated. This was conducted as follows: A stereopticon view of a piece of illustrating and engraving was projected upon the screen, together with specifications, and all engravers estimated as to the possible cost of production. The estimates were then collected and the lowest, the highest and the average figures were announced. Those submitting these figures then voluntarily explained their method of estimating. This feature was voted a great success, and the sentiment prevailed that similar exercises should be held regularly in the local clubs and associations.

Several prominent members of the New York Photoengravers' League — namely, Messrs. Ed. Epstein, president, Walker Engraving Company; Adolph Schuetz, president, Sterling Engraving Company; Gus. Zeese and C. H. Wilkinson, of the Zeese-Wilkinson Company — attended the

conference in the interest of the firms they represent and the New York Photoengravers' League. The Executive Committee of the International Association as well as chairmen of various other international committees held a meeting in Chicago following the adjournment of the conference. A review of the work of the last four months was taken, and plans were perfected to continue the work up to the next annual convention. The Executive Committee realizes the importance of continuing the agitation to encourage the installation of cost-finding systems, and it is its intention to carry the work forward in a thorough manner.

ARE YOU WORKING FOR FUN OR FOR PROFIT?

BY A. W. RATHBUN,
Treasurer of The Henry O. Shepard Company, Chicago.

An address presented to the Third Conference of Central and Western Photoengravers.

I AM the man behind the oldest cost system in the photoengraving business. Our company has been operating an exact cost system since 1904. We have as many records of cost as there have been orders entered, and the books have balanced every month.

Our records show to an absolute certainty that a square-inch rate can not be made to fit the cost of any job — half-tone or zinc; and yet, on account of a custom or practice, we are obliged to quote and sell our product by the square inch, notwithstanding we know it would be as sensible to sell it by the ounce or pound.

Our cost system proves that there is no equity in a square-inch rate, and our experience is that there is more confusion than ethics in a cost system.

If you ask me, What is most needed in the photoengraving business? my answer will be: A plan by which the cost records we now have can be converted into an easily understood schedule of prices.

Such schedule only needs the endorsement of this organization to convince every photoengraver that it is based on cost, and is the only logical, consistent and equitable basis of charging for his work.

I believe that sufficient cost records have been collected, and that more records will only be a further evidence of the accuracy of the figures so far submitted.

It is good business to know what every job costs, but if you are only one of a few who do know, the knowledge of cost will only increase your worries without helping you to get a fair return for your product.

I fear the day will never come when all your competitors will operate cost systems; but I hope that before this conference adjourns the photoengravers will unite on and endorse a schedule of prices, very similar to the one gotten up by the Photoengravers' Association of Chicago, four years ago.

I doubt very much if that scale can be improved, except in minor details. I believe in that scale, which, as you know, is based on a fixed charge of $1.50 plus 10 cents a square inch for half-tones, and 75 cents plus 5 cents a square inch for zinc etchings

I can not appreciate that there is any reason for delaying the adoption of that or a similar scale, and it seems to me this is the psychological moment — the right time — to make a new start in the right direction, and follow it up with all the evidence you can produce from cost systems or otherwise, that the schedule you recommend is *right*.

A PRINTER'S RECOLLECTIONS OF PULITZER.

Hugo Grahl, 3212 North Nineteenth street, a compositor on the *Republic* and for many years a printer in St. Louis, well recalls the early days of Mr. Pulitzer as a reporter on the *Westliche Post*.

"In 1868," said Mr. Grahl, "there were two reporters on the *Post* — Pulitzer and a man named Ruben — and a city editor named Willich. In those days the reporters had to read their own copy and their own proofs.

"Pulitzer was about the most particular proofreader I ever saw. We would get one of his stories in type — of course, it was all hand composition then — and when Pulitzer got the proof read there would hardly be a word left as he wrote it in the first place.

"The German reporters in those days were always filled with a sense of their own importance and were always quarreling among themselves and with the city editor. Pulitzer was as bad as any of them.

"The funniest thing that ever happened to Pulitzer that I can remember was when he fell in love with a Miss Preetorius, one of the family still connected with the paper. At the same time there was a German poet named Grausfegel, as near as I can remember, who used to write for the paper, and he was just as badly in love with the girl as Pulitzer.

"They used to start to scrap every time they met in the office. Everybody in the place knew about it. Finally they were both invited out to the house and there they were told that the young lady had no use for either of them.

"That ended the war and Pulitzer settled down to work again." — *St. Louis Republic.*

WILLIAM CLARK RUSSELL IS DEAD.

William Clark Russell, the famous writer of sea stories, whose death in London was announced on November 8, had been an invalid and bedridden for nearly a year. His stories delighted at least two generations. Unlike many writers who write of the sea, Mr. Russell knew his subject intimately, having served as cabin boy in his youth and as able seaman. As a consequence of the technical knowledge thus acquired, Mr. Russell sailed his ships correctly.

He was born at the Carlton House Hotel in New York, February 24, 1844. His father was Henry Russell, the composer, remembered for his songs, "Cheer, Boys, Cheer!" "There's a Good Time Coming," and other compositions. Mr. Russell's mother was Miss Lloyd, a relative of the poet Wordsworth and associated in her youth with Coleridge, Southey, Lamb, and others of their group.

Mr. Russell was educated at Winchester and in France, but his schooling was not important. At the age of thirteen he ran away to sea and made several voyages to India, Australia and China. As a young man he began to weary of the hardships of life afloat and was induced by his father to enter a commercial house in London as a clerk. The routine was exceedingly distasteful to him; he began to develop a taste for letters. The success of "John Holdsworth, Chief Mate," in 1874, and the popularity of its immediate successor, "The Wreck of the Grosvenor," encouraged him to make novel-writing his business and he added tale to tale in a long series.

Among his later books is a "Life of Nelson," which he wrote in collaboration.

IF you want a medal from the boss, get the price, not the business.— *J. S. McMillan, McMillan Printing Company, Monroe, Michigan.*

BEN FRANKLIN CLUB OF AMERICA ORGANIZED.

OFFICERS.

President — W. J. HARTMAN, Chicago.
First Vice-President — CHARLES FRANCIS, New York.
Second Vice-President — J. F. BERKES, Cleveland, Ohio.
Third Vice-President — JENS K. GRONDAHL, Red Wing, Minn.
Treasurer — R. T. DEACON, St. Louis.
Secretary — To be selected.

FEES AND DUES.

Each local shall pay into the international treasury $1 for each member as an initiation fee. (By action of the Board of Directors this provision stands suspended until March 1, next.) Each local shall also pay, monthly or quarterly, in advance, $1 a month for each member whose mechanical pay-roll exceeds $5,000 a month, and 50 cents where the pay-roll is less than that amount.

PURPOSES.

(1) To encourage a spirit of friendly relationship among all printers and allied tradesmen.
(2) To disseminate information showing best methods of conducting the printing business.
(3) To create a wider knowledge of cost elements and proper remuneration for services rendered.
(4) To assist printers, and "small printers" especially, in making their business profitable.
(5) To adopt and improve, from time to time, uniform cost-finding and accounting systems.
(6) To maintain a credit bureau.
(7) To create a permanent legislative committee.
(8) To foster and maintain mutual insurance companies for the trade.
(9) To adopt a standard code of ethics and trade customs.
(10) To establish better trade relations between all interests in the industry.
(11) To establish a board of arbitration to which any problem may be referred.
(12) To issue certificates to employers on recommendation of the Ben Franklin Club Cost Commission.

HERE we have the purposes, and the officers selected to steer the course, of the new craft association which was organized during a two-day meeting — November 16 and 17 — at the Auditorium hotel, Chicago.

Charles Francis, noted in connection with the promotion of the Printers' League of New York, acted as temporary chairman, and in opening the meeting told the hundred-odd present that they were going to tackle one of the largest propositions and were bound to accomplish the largest results of any employers' meeting in the printing trades during the last twenty-five years.

G. H. Gardner was elected permanent chairman and G. E. Wray secretary. Under the guidance of Mr. Gardner the gathering lost no time in getting down to business, and he appointed as a Committee on Credentials Charles F. McElroy, of Cleveland, Ohio; Earl R. Britt, of St. Louis, Mo., and Eugene C. Smith, of Aurora, Ill.

NOMINATING AND CONSTITUTION COMMITTEES.

Charles P. Carl, of Cleveland, echoed Mr. Francis' belief "that we are going to make more progress to-day than any convention that has ever been held in the printing trades before." He pointed out that the formation of an organization is a very vital thing, and whatever principles are going to govern it ought to be based on scientific lines and be well founded; therefore, he moved that a committee on constitution and by-laws be appointed, and the motion was adopted in short order. The chairman's selections for this important body were as follows: R. T. Deacon, St. Louis, Mo.; J. F. Berkes, Cleveland, Ohio; J. J. Miller, Chicago, Ill.; G. J. Haley, Chattanooga, Tenn., and Charles Francis, New York, N. Y.

A nominating committee being also authorized, Mr. Gardner named Charles P. Carl, of Cleveland, Ohio; Eugene Smith, Aurora, Ill.; Ford Wallick, Peru, Ind.; Julius C. Kirchner, Chicago, Ill., and W. P. Jobson, Louisville, Ky.

MAKING THE CONSTITUTION.

The Credentials Committee reported that a roll-call of the cities represented indicated a total average membership of 1,139. That report disposed of, the convention took up the consideration of a constitution and by-laws. It had been stated earlier in the day that such a document had been devised for the proposed organization, and on copies being distributed it was found to be practically the same as that spoken of in Denver as "the Hartman constitution," the amendments to which, made by the United Typothetæ, were in part the cause of the failure to come to an agreement last September. The consideration of this document went along merrily until the statesmen reached the section enabling members to form a division or section for the purpose of making contracts with labor unions, either locally or internationally. A subsection of this provision enabled operators of nonunion shops to maintain labor bureaus, etc. The debate raged round the question whether the organization should have anything to do with the labor end of affairs industrial. Some were of the opinion it was altogether too ticklish a question to be handled by a young organization. Others thought that the Ben Franklin Club should at least keep step with the spirit of the age and recognize in a broad way the right of employees to coöperate through unions. Some expressed the opinion that the maintenance of nonunion offices was a necessity, as they had a tendency to modify the demands of unions, which had grown very powerful — and rightly so — in the printing trades. Finally the clause was adopted, and approval

of the constitution and by-laws followed with very few changes. As originally reported, firms engaged in the allied trades were eligible to associate membership, but not entitled to vote. Subsequently the convention amended this so as to put the supply men and allied-trades people on the same basis as regular members.

OFFICERS AND DIRECTORS SELECTED.

The constitution and by-laws adopted, the Nominating Committee reported, recommending the official family as given at the beginning of this article. In addition to these a board of directors was selected, the basis being one from each State represented. Those named follow: Illinois, E. C. Finch, Aurora; Tennessee, George J. Haley, Chattanooga; Ohio, H. D. Best, Cincinnati; Kentucky, W. P. Jobson, Louisville; New York, W. H. Van Wart, New York; Indiana, J. B. Lacey, Indianapolis; Michigan, J. S. McMillan, Monroe; Missouri, Warren S. Skinner, St. Louis; Kansas, G. M. Booth, Wichita; Oklahoma, C. S. Bowman, Muskogee; Nebraska, C. D. Traphagen, Lincoln; Minnesota, H. R. Curtis, St. Paul; West Virginia, E. L. Aleshire, Huntington; and Wisconsin, B. M. Parsons, Madison.



W. J. HARTMAN,
President.



CHARLES FRANCIS,
First Vice-President.



J. F. BERKES,
Second Vice-President.

HOPES AND ASPIRATIONS.

On taking the chair, President Hartman exploited the ambition of those present by expressing the hope that they soon would have five thousand Ben Franklinites.

Mr. Francis said he did not expect to be made an office-holder, being a sort of oasis in the printing-organization desert that existed down New York way. However, he would do what he could for the Ben Franklin Club, by bringing it to the attention of the Printers' League at its next regular meeting, and had some hopes that members of the Master Printers' Association of New York — the largest in point of numbers of any local organization — would join the movement.

Vice-Presidents Grondhal and Berkes did not believe in talking, but said they hope to point to results in their respective communities next year as evidence of their earnestness and sincerity.

DEACON RAISES "THE WIND."

Treasurer Deacon signalized his acceptance of office by saying that he wanted the Ben Franklin Club to have lots of money. He proposed a fund of $5,000 which would be a nest-egg in the bank, as he expected the dues to take care of the expenses. He was of the opinion that the way to begin was to begin then and there, and he proceeded to raise that $5,000 on the spot, and kept at it until half the amount had been promised.

DECLARATION OF INTENTIONS.

E. C. Finch, Aurora, Ill.; H. D. Best, Cincinnati, Ohio, and J. W. Hastie, Chicago, Ill., were appointed a committee on resolutions, which put the aims and purposes of the Ben Franklin Club of America in declaratory form as follows:

"That the Ben Franklin Club of America having been organized by the representatives of more than one thousand printers of this country, we pledge ourselves as officers, delegates and members, to use every effort to further this great cause. We pledge to the officers our earnest coöperation and support in the work of organizing and building up local clubs throughout the country, and the spreading of cost-finding information among all printers, whether members of this association or not.

"That the Ben Franklin Club of America begin its work in a spirit of amity and friendship for all whose purpose is to advance the interests of the printers of this country.

CHAMPION OF "SMALL PRINTERS."

"That the Ben Franklin Club of America is formed for the benefit of all printers, and especially the small printers; and we invite every printer and member of allied trades in this country to join this organization and help us in the work.

"That the president appoint a committee of three, to be known as the Efficiency Committee, whose duty it shall be to submit at the next annual meeting plans by which this association may assist its members in the securing of greater efficiency in their plants, and particularly in the education of apprentices.

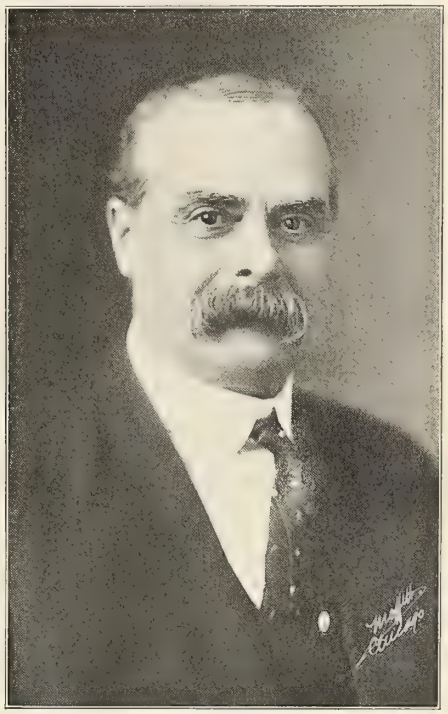
"That this organization appoint a committee of five whose work will be to devise plans by which we may assist private plants to a better knowledge of trade conditions, and in other ways; and that this committee shall further report at the next annual convention some plan by which this association may assist those just entering the printing business to a knowledge of costs, customs and ethics. That the thanks of the Ben Franklin Club of America are hereby tendered to the trade-papers for the warm interest they have shown in the formation of this association."



JENS K. GRONDAHL,
Third Vice-President.



R. T. DEACON,
Treasurer.



G. E. WRAY,
Secretary, Chicago Ben Franklin Club.

STANDING COMMITTEES APPOINTED.

The Board of Directors reported the following appointments for standing committees: Executive Committee, the president, vice-presidents and treasurer; E. C. Finch, of Aurora, Ill.; Warren S. Skinner, of St. Louis, Mo.; G. J. Haley, of Chattanooga, Tenn.; H. B. Best, of Cincinnati, Ohio; J. B. Lacey, of Indianapolis, Ind.; and G. M. Booth, of Wichita, Kan.

Cost Commission: C. L. Downie, Cincinnati, Ohio; E. R. Britt, of St. Louis, Mo.; R. F. Welch, of Chicago; J. S. McMillan, of Monroe, Mich.; F. Wallick, of Peru, Ind.; B. F. Corday, of Cleveland, Ohio; E. C. Smith, of Aurora, Ill.; H. Livingstone, and E. W. Weiss, of Wichita, Kan.

Credit Committee: Julius C. Kirchner, of Chicago; W. C. Session, of Louisville, Ky.; C. P. Duddington, of Memphis, Tenn.; R. T. Porte, of Cincinnati, Ohio, and Henry Allen, of St. Louis, Mo.

Legislative Committee: W. C. Driscoll, of St. Paul; James Caldwell, of Cleveland, Ohio; M. J. Sullivan, of Cincinnati, Ohio; Charles E. Francis, of New York, and B. B. Herbert, of Chicago.

Board of Arbitration: Charles E. Francis, of New York; G. H. Gardner, of Cleveland, Ohio; L. F. Dow, of St. Paul, Minn.; J. J. Miller, of Chicago, and H. C. Shanks, of Louisville, Ky.

Trade Matters Committee: Edw. W. Kirchner, of Chicago; Frank Cantwell, of Madison, Wis.; Mr. Shallcross, of St. Louis, and Messrs. Morgan (not J. A., of Chicago), and Frazee.

Efficiency Committee: C. P. Carl, of Cleveland, Ohio; E. F. Hamm and Joseph Hays, of Chicago. This committee will add two to its number.

During the proceedings Harry N. Tolle, of the Sheldon School of Scientific Salesmanship, delivered an instructive address on the essentials of business success.

MACHINE-COMPOSITION SECTION FORMED.

Mr. McElroy, of Cleveland, reported that attendants representing linotype and monotype plants had held a meeting and formed a machine-composition division of the Ben Franklin Club. Arrangements had been made to coöperate in standardizing practices, etc., and J. J. Miller, of Chicago, had been elected chairman, while Mr. McElroy would be secretary.

NEXT MEETING AT CLEVELAND IN JUNE.

After some discussion it was decided to hold the next convention in Cleveland, during June, 1912, the exact date to be set by the board of directors. In dispersing the gathering, Mr. Hartman took occasion to indicate some of the things the organization would strive for. He said all estimates should be made on the basis of hand-composition. In his opinion the Cost Commission should improve by adding to the present cost systems a simple method of bookkeeping for printers, with estimating and specification blanks. He spoke of an effort now under way to have jobs set in six or seven offices where they keep close track of the time expended. The central idea was to have these jobs electrotyped and printed, so that eventually the commission will have a book of several hundred pages, which would include almost every variety of composition, and be a great aid to

the printer in giving him a fair idea in estimating on any job that might be presented.

The Banquet.

This was a convention for which no committee on entertainment had been appointed, and the holding of the banquet was an afterthought, or, rather, developed during the meeting. It was intended to have it preceded by a thirty-five-mile automobile drive through Chicago's park system, but the weather interfered, as few cared to brave it. About eighty attended the banquet, at which the tables were arranged in the form of an "F" — symbolizing Franklin, Fidelity and Fraternity.

B. B. Herbert, of the *National Printer-Journalist*, one of the founders of the National Editorial Association, officiated as toastmaster.

Among the speakers were Mr. Britt, of St. Louis, who expressed the belief that we are now approaching the morning of the golden age of printing. Vice-President Grondahl said the Ben Franklin serum is the antitoxin which will kill the germ of bankruptcy. Mr. Francis, of New York, sketched the history of employing printers' associations, and said that the youngest started out on its journey with more assurances of success than any of its predecessors.

J. S. McMillan, the epigrammatic printer of Monroe, Michigan, declared that the Ben Franklin Club had shown him the way in which to make some money, and he wanted to see the gospel spread throughout the length and breadth of the land.

Mr. Hartman, who was the last speaker, expressed satisfaction at the result of the two days' work, and said he believed the Franklin Club was bound to succeed, because all it asked for was a square deal, and the attendance and enthusiasm displayed at the meeting demonstrated that there was room for the new organization.

PAPER AND TYPE CHINESE INVENTIONS.

The idea of the paper on which this letter is printed originated in China. Of China's contributions to the world none perhaps is more important. The inventor, Tsai Lun, was born in south China in 75 A. D. He was a famous scholar, and at the age of 23 entered the emperor's palace as director of the imperial arsenals. He lived thirteen years after his invention, but never became a court favorite. On the death of the emperor he committed suicide.

He conceived the idea of utilizing refuse vegetable fiber to furnish a light writing material. He was the first to prepare paper from bark, hemp, rags and old fish-nets. His idea ultimately spread to Europe and remodeled European ideas of culture.

The art of manufacturing paper was carried from China into Samarkand in 751, and from the Chinese the art spread all over the world. It seems that a number of Chinese papermakers were captured in a fight at Samarkand. According to Mohammedan law, slaves might redeem themselves. The captives elected to make paper. Thus the art became known outside China. According to Haroun al Raschid, paper spread westward about 795. Factories multiplied rapidly. The oldest specimens of Arabic paper extant date from 796.

We think the Chinese pretty slow. But here is one of the most valuable inventions ever conceived by the human brain; and yet more than a thousand years elapsed between Tsai Lun's invention and the first paper mill in Europe. Three hundred years went by before paper was made in Germany and France. The French carried the industry to England, and not until 1690 had a paper mill been established in America.

Printing lagged far behind the invention of paper itself. Still texts of ancient canonical literature were inscribed on stone tablets as early as 175 A. D., and paper rubbings taken from them were of great interest to students. By the close of the sixth century printing by means of wooden blocks had begun. And what classical books survived the iconoclasts of the Chen and Liang dynasties were cut into wood by order of the founder of the Sui dynasty, at the end of the sixth century.

Doctor Laufer has seen a Chinese print dated 1313. It is possible that prints dating even from the tenth century exist in Chinese libraries. But the idea of movable blocks did not appeal strongly to the Chinese, because the characters of their language gave many possibilities for misprints. The system of printing from wooden blocks is now in use throughout China. The wood is generally pear or plum. The manuscript, written on thin paper by an experienced calligraphist, is pasted over a finely planed block, with the characters face downward. The thinness of the paper displays the writing perfectly through the back. The surface of the block is carefully removed with small chisels around the characters to a depth of a quarter of an inch, so that the script, in negative, stands out in relief.

Ink is rubbed lightly over the block with a round brush of coir fiber. A sheet of paper is then applied over which another brush is lightly passed, that the paper may take the impression. The sheet is then removed and allowed to dry. Woodcuts for both black and color printing are produced in the same way. In the case of colored prints, however, the paints are spread over the same block.

As before the invention of paper, slips of bamboo and silk are favorite objects for the Chinese calligrapher's art. The use of silk and bamboo for writing purposes began about 220 B. C. and seems to have been coincident with the invention of the writing brush.

Wooden tallies — that is, records kept by pieces of wood equally divided, say, between debtor and creditor, the amounts being expressed by notches — were in use in China about four thousand years ago. When the debt was paid the blocks were brought together to see that the notches agreed. The creditor broke up the blocks, thus breaking the contract. Even after contracts came to be written, wooden tallies were kept to verify them.

Such tallies are still in vogue in the interior of Asia and were used by the Bank of England until about one hundred years ago. They are probably still used in Brittany, where I saw them a few years ago, used to keep accounts by venders of milk and bread.

Francis Galton's famous identification of criminals by the use of thumb prints was well known in China as early as the sixteenth century. But the principle was of much wider application, extending to classes other than criminal.

Among the printed books secured by Dr. Laufer for a Chicago library was a set of more than two hundred volumes of the Tanjur and one hundred volumes of the Kanjur, which make up the bulk of the Buddhistic literature of Tibet.

Contrary to common belief, the Chinese are a nation of readers and writers. Perhaps no other nation is fonder of books of all descriptions; certainly no people has shown such unswerving love for literature and art, and a more ardent eagerness for examinations well passed and literary degrees creditably won. No people has ever shown greater esteem, almost amounting to awe, for the scholar. In no country has there been a higher appreciation of all mental aspirations and intellectual agencies above those of mere force and physical power.— *George A. Dorsey, Ph.D., LL.D., in a letter from Hankow, China, to the Chicago Tribune.*

Cost and Method

The Cost System Belongs to the Business.

BY C. L. HOBART,
Publisher of "*Progress* — The Paper That's Different."

Address delivered at the Southwestern Printers' Cost Congress, Oklahoma City, Oklahoma, November 10 and 11, 1911.

I bring to the Southwestern Cost Congress the burden of the country printer — a burden that is heavy, and the lightening of which has puzzled me for years. The wide-awake city printers have acted on the celebrated formula of Horace Greeley — "The way to resume is to resume" — the efficacy of which has never been questioned. But here we meet the seemingly insurmountable obstacles. How are you going to get the country printer to "resume"? Where is he to-day? Are there more of him here than at the Wichita meeting? Is he ignorant? Does he not know what is going on now, in this revolutionary stage of our business, a manifestation of which is this very meeting? Is he an egotist? Does he think no one can tell him anything about his business, what is wrong with it, or how to better it? Is he a cringing piece of mediocrity with an underling's valuation on his product? Is he a coward — afraid to charge the community what he is worth, or at least what his fellows collect in the open market? Make a composite of this, and I fear the answer will be in the affirmative.

I have never been able to understand why the country printer keeps himself an underling. Where are the ambitions of his "devil" days? There never was a boy in a print-shop, worth shooting, who didn't envy the two-thirder his wages; then he wanted the jour's envelope, and finally the check of the foreman, who could afford to wear his Sunday trousers at work if he wanted to. Perhaps he cast longing eyes toward the city, with its increasing scale of pay. But the minute he passes into the boss' shoes, salary — for either himself or the shop — passes out of mind. The ambitions of "devil" days, which should manifest themselves in a desire to collect as much as the merchant, the lawyer or the banker, go to the hell-box, and he lies awake at night to see how "cheap" he can make himself.

There appeared in some of the trade journals in September a "piece" read by a Colorado publisher before his press association. It was remarkable in a great many ways, particularly along this line of deprecation. He very sagely attempted to tell his hearers how to "find the cost of a productive hour of time." He evidently had been reading something later than the specimen-book, and from his deductions has been shaking his gray matter a little bit. He submitted "approximate" figures of the expense of three shops, one of $10,000 equipment, another $5,000 and a third $1,500. I quote with running comments:

"In a $10,000 shop, the salary of the manager, whether proprietor or somebody else, must be included in the attempt to learn the cost of the productive hour. As these figures are to be conservative [note that word] we will pay him $30 a week. Foreman $25 [$5 less than the man who 'walks the floor' and 'sweats the blood'], bookkeeper $15, collector $2, rent $15, power, light, heat and water $8.25, insurance $2, telephone $1.25, janitor $2, postage $1, incidentals $5 [the gentleman admits that this item is also conservative]. To this add one-half the foreman's wages for supervision, $12.50. Total that may be legitimately charged to expense, $94. Now, taking an eight-hour day, and allowing the foreman half his time as productive, we put his $12.50 in the productive column; five journeymen at $18, $90; total labor cost $102.50, plus $94 'expense account' makes $196.50, the cost of the productive time! [That word 'productive' in his vocabulary is rather elastic.] It will be noted I have allowed nothing for interest on the investment, nor for depreciation and upkeep of the plant. [He explains at the close of his 'piece' that we must make the customer pay this if we are to make a 'real profit' out of the business.] Here we come to the question of the actual productive time of the average journeyman. How much does he waste in numerous ways, washing his hands, watching the circus parade, and the like? I do not think thirty minutes is too great an allowance. Now, there are the unavoidable delays, waiting on broken machinery, waiting for proofs or instructions, and the like; for these add another thirty minutes, and you have seven of the eight hours as productive. I do not think this estimate is too low." Neither does anybody else. When the cost commission figured the productive time from sixty-six to sixty per cent, it evidently overlooked this gentleman's shop in its calculations. Perhaps the cost commission's ideas that distribution is a nonproductive item is idiotic.

In guesstimating the expenses of the other shops, he makes the wages of the foreman and the proprietor the same — in the $3,000 shop $20, and the $1,500 plant $18. There is, however, a ray of sunshine in his "piece." Notwithstanding his cringing attitude on his own salary, and his hoping the public will take pity on him and donate his depreciation and upkeep, he finds the cost of his "productive" hour in the three shops to be 84 cents, 85 cents and 88 cents. If some one could only lead him to the light, his hour cost would be if anything higher than that arrived at by the cost commission.

For a long time I have held the belief that country printers were the worst persons in the community in the matter of standing in their own light, to say nothing of their common good. I have changed my mind, owing to a conversation I had recently with a produce-man — a seller of chickens and eggs. In that conversation he said one thing which I leave for your encouragement. He is one of the biggest shippers in western Missouri and knows the business "from the ground up." He said: "Just now, we are wrestling with the proposition of buying eggs 'on grade' — that is, more money for big eggs than small ones. It is just and right and sound common sense, but 'the fellows' will not stand together. It will be the same kind of a struggle we had when candling began. 'The fellows' would meet and agree to stand together in making the farmer stand the loss of candling. But through the action

of the weak-kneed and the unscrupulous, the agreements were continually broken. Finally [and note, my dear brethren], candling became a part of the business, and we didn't need an agreement"! Our goal is to make the country printer and the benighted one in the city who is "not in the combine" see that the cost system is a part of the business, when the printer will at last come into his own.

The Responsibility of the Employee.

The question of the day in our business is, "What is the matter with the printing business?" This subject has been discussed threadbare and is due for much more discussion.

The main reasons given throw the responsibility on the proprietor, his ignorance of costs, lack of shop facilities and equipment and his inability to estimate accurately. Much of this is true. But there is another side to this question — the employee.

The printing trade, laud it as we will, is, in the main, exceedingly elementary and simple. The child, playing with alphabet blocks, can often arrange them better than printers with "twenty years' experience" can their types. This is the reason that inexperienced boys, working for their own amusement, can with a little type and an old press often do more acceptable work than the so-called practical printer. A man is far from being a printer because he has learned the trade, and it is no sign that he will be a success because he can put together pieces of metal of known dimensions. Anybody can do that.

Printing is a mechanical art; every job is a kind of picture, and unless it has pleasing proportions it is an insult to good taste, a badge of incompetency and an eyesore to the customer. Therefore one matter with the printing business, as I see it, is the lack of ability of the craftsman. Many workers are misfits, and if the unions did their duty these men would not hold cards. The employer can make no profits on their work. The secretary of the union will say, "If a man does not suit, discharge him." You do so, and his successor is still worse. So it goes through the years. Incompetent help will ruin any shop.

Most employees have no speed, many have no order or system. Most waste time in visiting, dawdling, wilful negligence, and the like. Many handle type and material in a way that quickly destroys it. Many wilfully waste consumable supplies. Some have outside interests that take their thoughts. Some earn money at occupations outside of working hours. All these are fatal — fatal to profits. Add together all these and other leaks caused by employees, and if your employees are guilty to a fair degree, you can not make a profit no matter how high your prices.

In the larger shops, where a high grade of efficiency, skill, speed and ability is demanded, only men who fill these requirements are retained. Those who can not hold places in the larger shops, lose their jobs, and take a place in the lower-grade city shops; some lose out there and the sifting process goes on until it reaches the class of printers who are chronically out of a job. There is a reason when a printer is out of a job. This latter class finally drifts to the small towns, where the boss who is literally forced to employ this class of labor is asking most insistently, What is the matter with the printing business?

For these shops there appears to be no remedy. The class of men they can get are often those who are unsystematic, slow, wasteful, unreliable, resentful, envious, and often have bad habits. To such employees the suggestion that they work to a system is an insult; to keep the shop sanitary is a crime; to get busy is beneath their dignity, and to do good work is beyond them. The only thing to do, for a shop forced to employ such men, is to charge as good a price as the quality of the output and a stiff backbone will warrant, and let it go at that. A cost system would make him ask prices that no customer by right should or would pay.

It is safe to say that the prices at which large city shops with efficient help can make a good profit are at least fifty per cent less than most small shops can sell at a profit. The reason is the labor. That is one reason why so much work goes out of town — it comes back cheaper and better.

Lack of equipment is the cry of the inefficient employee. He may be right sometimes. But often more new type means more dead type on the stone. And I have seen bad work come from shops equipped with everything needed, and prize work from shops that needed a complete new layout. Some one has said that the printing business is one-tenth equipment and nine-tenths brains. It's true.

One matter with the printing business is that employees consider their trade a mere means of livelihood. They don't look on it with any pride.

Of course your printery needs a cost system. Get down to brass tacks and instal one. It will be an eye-opener. But don't get it in your head, Mr. Employer, that you are to blame for everything that is the matter with the printing business. You're not. Don't make your shop an asylum for incompetent printers. And work to have the printers' unions establish an efficiency basis before they issue cards.

A.

First National Congress of the Allied Printing Trades in Spain.

October 19, 1911, marked the closing of the first "*Congreso Nacional de las Artes del Libro*" (National Congress of the Allied Printing Trades), at Barcelona, the first gathering of this sort in Spain to discuss the various problems which, at the present time, confront the printers and publishers of the country. Delegates from all the principal Spanish cities were present, and at the various sessions many papers were read and discussed, among them, "The Establishment of a Minimum Tariff for Printing," "The Cost of Production in Typography," "The Technical Education of Apprentices and Printers in the National School of Graphic Arts," and others of like interest. The establishment of a permanent "National Union of Printing Trades" was agreed upon, and a commission named to draw up its constitution. The executive committee is to consist of three members from each of the following branches: typography, lithography-phototypography and engraving, and bookbinding. This committee is to meet in the month of January in Zaragoza to decide definitely upon the adoption of by-laws, etc., and to name the time and place of the second congress. Don José Sanchez de Ocaña was elected president of the committee.

Some months ago Señor J. Thomas, one of the leading printers in Barcelona, wrote to THE INLAND PRINTER asking for information regarding the work of the American printers' organizations, to be used as a guide in the work the Spanish printers were agitating. THE INLAND PRINTER sent to Señor Thomas the literature requested and placed him in communication with the Chicago Ben Franklin Club, Secretary Heath, of the United Typothetæ of America, and Secretary Gregory, of the Printers' League of America. Señor Thomas writes that from THE INLAND PRINTER and the sources of information named, the printers of Spain have received *inestimable benefit*. Consul-General Henry H. Morgan, Barcelona, writes in the consular reports:

"Spanish printers charge practically the same prices for their work as do the American, though in some cases their rates are higher. A full line of business stationery, for example, would be estimated in Barcelona as follows: Five

thousand letter-heads, on a medium grade, 18-pound stock, $6.66 to $7.56; 2,000 envelopes, cheaper grade (as paper and envelopes are rarely printed on the same stock), $1.89 to $2.07; and 1,000 business cards, size 3½ by 4½ inches, on good 130-pound bristol board, $2.34 to $2.52. Color-work is charged for at higher rates than is customary in the United States.

"Pressmen in Spain earn $1.08 to $1.80 per day, according to ability, while pressfeeders' and apprentices' wages are 18 to 27 cents per day. Compositors are paid by piece-work and receive, for straight matter, 18 cents for each 2,000 letters, making on an average 90 cents to $1.26 per day. Printers' unions in Spain are well organized and have had great influence for the betterment of their condition. In all large cities the printer's day is nine hours."

Plan for Getting Prompt Settlements.

One of the first evils calling for rectification after a cost system has been installed is to teach the buyers of printing the justice of prompt settlements of accounts. One of the best and most ingenious schemes we have heard of for the correction of this troublesome problem was revealed by a communication from a Philadelphia printer who said that the most effective method he had been able to devise to secure prompt payments was the printing of the following notice at the bottom of his statements:

NOTE.— As printed matter is absolutely worthless to any other than the one to whom it was intended, it therefore comes under the class of labor and not merchandise. Under these conditions, we must insist on a prompt settlement at the expiration of thirty days.

This reminds the business man that the bill for printing is different from a bill for merchandise, and when he comes to realize that fact, prompt payment generally follows.

The artist who furnishes the pictures to the printer, the writers who prepare advertising matter, for instance, to cite only two instances of the subsidiary expenses often incurred in fine printing, expect prompt pay, and get it too. A well-known writer of advertising, if his bills are not promptly paid, sends along a statement with this memorandum on the bottom:

This is not a bill for merchandise, and should not so be considered. It is a bill for labor — a pay-roll proposition — and should have been paid on delivery of the work, or on the first weekly pay-day thereafter. Thank you.

Abrupt and drastic as this sounds, its deviser reports that exception is rarely taken to it, and a brief personal explanation suffices even in those cases to convince the customer of the justice of the claim for prompt settlements.— *Barnhart Flyer.*

Printers Should Cooperate.

The man who said "Coöperation, not competition, is the life of trade" knew better than most of us the true significance of that statement.

To-day, competition usually means disaster, while coöperation means concurrent effort to the end that those most concerned are most benefited.

Further, coöperation among printers means a square deal for all — printers and buyers alike. The net result must be an equitable price on every job of printing, instead of a short price to the close buyer and a make-up-the-shortage one to the live-and-let-live buyer.

Scan the trade from beginning to end and you will surely shudder at the predicament of the master printer. He alone is in the rut whose shadows so darken his path that he knows not whither he travels.

The workmen coöperate to get a wage which they consider their just due; the paper-houses coöperate to the end that broken packages no longer eat into the profits and that price-cutters no longer bring the trade into discredit by going bankrupt; the typefoundries are so well organized that prices are uniform, and the use of the plural term now seems unnecessary; the machinery men coöperate to the end that one price prevails — and the poor master-printer fellow competes to the general degradation of the craft. Is it not all true? And much too true?

Fellow printer, please heed the call of the sane to the coöperation fight. Be no longer the laughing stock of the sharp buyer who puts one across on some unwary printer every time he places a job of printing. Be no longer the victim of that mistake which usually lands the competitive job. Be alive to the fact that if every one bought everything at the lowest possible price this would be the poorest instead of the best country in which to live.

Unfortunately, some printers think they can not trust other craftsmen in the game of coöperation, being afraid all the while that the other fellow will double-cross. The idea of a man acting as though he thought he were the only honest one in the trade is too ridiculous for serious consideration.

Brains are sold for less money in the printing trade than anywhere else in the universe. Think of a man knowing hundreds of grades, sizes and weights of paper; hundreds of styles and sizes of type; colors of ink galore, and the uses of all classes of presses and bindery equipment, selling his mind for a measly few dollars per day — and getting most of that out of his interest and sinking fund.

Do you wonder that a thoroughgoing, cost-keeping, stiff-upper-lipped printer looks with pity and disgust upon the man who chases checks for the pay-roll.

The man who denies that a better condition is possible still lives in the candle age.— *J. S. McMillan, McMillan Printing Company, Monroe, Michigan.*

Printers' Cost Congress of North Carolina.

The job-printers of North Carolina held their first cost congress in Greensboro, North Carolina, on Wednesday and Thursday, November 22 and 23. The North Carolina Weekly Newspaper Publishers' Association met in Greensboro on the same dates. H. W. Flagg and Franklin W. Heath, of the United Typothetæ of America, were on the program for addresses on cost accounting.

To Determine Weight Per Ream of Any Size Sheet.

Ambrose S. Carnell, superintendent of the Patteson Press, 33 Gold street, New York, is the publisher of a book and news ream-weight table that should be on the desk of every estimator or buyer of paper. It is founded on the square-inch basis, and the weight per ream of any size sheet from 20-inch by 25-inch to 44-inch by 64-inch on any 25-inch by 36-inch basis may be quickly determined without any figuring except the finding of the number of square inches contained in the sheet. This table is not of the ultra-scientific kind that requires the skill of the proverbial Philadelphia lawyer to follow, but is exceedingly simple and practical. The book and news table has met with so favorable a reception that Mr. Carnell is now working on a bond, ledger and writing table.

Getting Down to Nothing a Thousand.

Apropos of this "something for nothing" theory, a good story of other days comes into my mind. A gentleman — engaged in the gents' furnishing business — called upon the local printer with copy for a circular he desired printed and asked for a price on a 10,000 lot. The printer promptly quoted a price per thousand. Whereupon Mr. B. asked for a price on a 25,000 lot. "They will cost you —— per 1,000," replied the printer, quoting a much lower figure. "And er — a 50,000 lot?" queried the customer. "Oh," said the

printer, figuring rapidly, "so much per 1,000." "Ah, I see! Mr. Printer. Well, I tell you what to do. Set up the type, submit a proof to me and then print them off until they work out at nothing per thousand and kindly ship them around to me. Good morning!" — *Bert Taylor in the Typographical Journal.*

J. HORACE McFARLAND.

An advocate of the higher education in all things, and one who has made that advocacy effective, in the leading article in the present issue of THE INLAND PRINTER J. Horace McFarland urges the need for men who have a comprehensive training in the administration of printing establishments. The work that Harvard University has undertaken in its course for training graduates to become



J. HORACE MC FARLAND.

master printers has been supported actively by Mr. McFarland. He himself arrived at his present efficiency by his own efforts. He started out to be a chemist, but his father undertaking the publication of a belligerent temperance weekly, the son found his work in the printing-office more suited to immediate economic conditions. The weekly succumbed, but young McFarland survived and struggled into business for himself. There was nothing he did not do to make a go of his venture from running his own boiler, feeding his own press, soliciting business, and delivering the completed work. He was not satisfied with printing other folks' writings, but went into the writing business himself. Twenty years ago and over he took the contract for printing the *American Garden*, and began to write regularly for the publication. Later, with Prof. L. H. Bailey, now of Cornell University, he founded *Country Life in America*. He has been successful because he has been earnest. His keen sense and love of the beautiful has inspired him to inspire others to see life as he sees it, to do away with ugliness in all its forms. He is a naturalist of ability; a photographer of discrimination and taste. As president of the American Civic Federation, his work in preserving Niagara from the destruction that was descending upon it by utilitarian commercialism, enlisting the coöperation of the Canadian and United States governments to that end, will perpetuate his memory in that effort alone. The Mount Pleasant Press, Harrisburg, Pennsylvania, is the center from which Mr. McFarland's activities radiate.

THE NEW YORK MASTER PRINTERS' ASSOCIATION.

The regular monthly meeting of the New York Master Printers' Association was held at the rooms of the association Thursday evening, November 9. A large number were present when President Prendergast called the meeting to order. The Entertainment Committee reported that plans had been made to have the December meeting take the form of a beefsteak dinner, at which time the members were to have the privilege of inviting friends who might be interested in the work of the organization. The Entertainment Committee further reported that plans were being made for the annual banquet, to be held in January. Although no definite place for holding it had been decided upon, it was stated that ladies would be invited to this banquet.

The Membership Committee then presented the names of three concerns to be voted upon for active membership, making sixty new members taken into the association during the past six months. The names of Theo. L. De Vinne, New York; David Ramaley, St. Louis; George H. Ellis, Boston; J. Cliff Dando, Philadelphia, and Elbert Hubbard, East Aurora, New York, were entered upon the roll as honorary members, and letters from each of these men, expressing his feelings upon the work being done by the association, were read.

After the regular business of the evening had been transacted, Edmund G. Gress conducted a contest in estimating, giving to each printer present an eight-page booklet, printed in two colors on two sides, and asking for estimates on eight thousand. The cost of the stock was given by Mr. Gress, so that the estimate was to be on the work only. After ample time for figuring had been allowed, the different estimates were collected and a general discussion of them followed. It was found that while the job actually cost $60.50 to produce, the estimates made by those present ran all the way from $35 to $75, and in going over some of them it was found that many of the members had forgotten or else had failed to make a charge for such things as ink, cutting, folding, etc. Altogether the contest proved to be a very helpful one, and all present felt that the evening had been profitably spent.

EASTERN PRINTERS TO HAVE CONVENTION.

E. Lawrence Fell has been made chairman of a Committee on Arrangements which is arranging for a convention and cost congress of employing printers of New York, Pennsylvania, New Jersey, Delaware, Maryland and the District of Columbia, to be held in Philadelphia on January 16-17, 1912. It is expected this will be one of the most successful conventions ever held by employing printers. Under the leadership of Mr. Fell, plans are under way to arouse interest and enthusiasm throughout all of the Eastern States, and to create a high-water mark for coöperative effort among printing craftsmen.

Question Box

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Wood Engraving.

National Printing Company, Habana, Cuba, October 5, 1911: "Kindly give us the address of some reliable concern doing wood engraving and oblige."

Sterling Bond Paper.

(976.) "Will you kindly tell me what concern makes Sterling bond paper?"

Answer.— Worthy Paper Company, Mittineague, Massachusetts.

Stock Fruit-can Labels.

(977.) "Will you please advise us as to where we can secure samples and prices of stock fruit-can labels?"

Answer.— R. J. Kittredge & Co., corner Green and Superior streets, Chicago.

Liquor-bottle Labels.

W. Loewy, Box 128, Roanoke, Virginia, October 10, 1911: "Can you kindly inform me as to the whereabouts of label printers to the trade — lithographic and type printers — who make a specialty of printing liquor-bottle labels?"

Cloth-covered Board.

The Peerless Novelty Box Company, Loudonville, Ohio, October 7, 1911: "We have been looking for people who manufacture cloth-covered board, something like sample enclosed. Can you tell us who makes it, or where we can get it?"

Burr Subscription Index.

(999.) "Can you tell us who makes the Burr Subscription Index? We have a request for one and have never heard of it. We shall appreciate the information very much."

Answer.— Burr Index Company, Hartford, Connecticut.

Wood-engravers' Materials.

(995.) "I would thank you very much for the address of some firm handling wood-engravers' materials."

Answer.— Star Engraving Supply Company, 83 Fulton street, New York city. The Hamilton Manufacturing Company, Two Rivers, Wisconsin, manufacture engravers' wood.

Wants Plan for Newspaper Building.

The Press and Standard, Walterboro, South Carolina, October 6, 1911: "We have looked carefully through our list of publications trying to find something which we think we can plan for a newspaper building. We fail to find anything. Have you such a book of plans? If so, we shall be glad to have you send it to us, or if you have not, can you direct us where we can find it? We desire to erect a brick one-story building for newspaper and job office, with stationery store in front. The size of the lot on which we wish to build is 25 by 80 feet."

Fancy Labels.

S. Levinson, P. O. Box 465, Sacramento, California, October 5, 1911: "I should be grateful if you will kindly furnish names of a few reliable printers or lithographers who make a specialty of fancy labels."

Type-measuring Rule.

(993.) "Referring to No. 967 in the Question Box of October INLAND PRINTER, am pleased to advise that the Alling & Cory Company, paper-distributors, Pittsburgh, Pennsylvania, furnish their patrons with such a rule as is described, and no doubt they would be willing to furnish one to your correspondent."

Cloth-cutting Machines.

(992.) "We shall be greatly obliged if you can give us the names and addresses of manufacturers of cutting machines for cloth samples or swatches. Our recollection is that an Eastern concern handles this class of machine, but do not recall the name."

Answer.— H. Hinze, Tribune building, New York city.

Chalk-plates.

(980.) "Would like to get next to some chalk-plates for stereotyping purposes. Could you give me any information and prices? I have a stereotyping outfit all but plates."

Answer.— Hoke Engraving Plate Company, 304 North Third street, St. Louis, Missouri, can supply you with chalk-plates.

Parchment Paper.

(994.) "I am enclosing herewith a sample of parchment paper, and will appreciate your advising me from whom I can buy this paper."

Answer.— The sample enclosed is an imitation of skin parchment. We have made inquiries as to this particular grade of imitation and find that it is not handled in Chicago. It is an imported paper, and we would advise that you write, enclosing sample, to the Germania Importing Company, New York city, for information as to where it can be secured.

Gummed Paper in Rolls.

(996.) "Kindly inform me where I could secure gummed paper in rolls."

Answer.—According to our information gummed paper in rolls may be purchased from any one of the following concerns: F. L. Greene Paper Company, 69 Washington street, Providence, R. I.; National Binding Machine Com-

pany, 53 State street, Boston, Mass.; the Hall Paper & Specialties Co., 105 Chambers street, New York city; Dennison Manufacturing Company, 26 Randolph street, Chicago; Colonial Company, Mechanics Falls, Me.

Standard Cost-finding Blanks.

(1000.) "Will you please tell me where I can get copies of the blanks used in the Standard Cost-finding System?"

Answer.— J. A. Morgan, chairman, National Cost Commission, 115 East South Water street, Chicago. THE INLAND PRINTER has made arrangements to keep these blanks on hand and will supply copies to any printer who desires them.

Paper for Wiping Dies.

(997.) "I am using a hard-die stamping machine, and would like to know the best paper to use for wiping the dies."

Answer.— If your machine is equipped with an automatic attachment for using paper for wiping the dies, you can secure the paper for the attachment from the maker of the machine. If no such attachment is on your machine, we can not see that you can use the roll wiping-paper.

[Makers of wiping-paper should communicate with us regarding their supplies, so that we may add their names to our list of dealers in specialties.]

Publishing County Board Proceedings.

(998.) "A controversy has arisen about the proper modus of figuring on county board proceedings like attached [name leadered to one column of figures] sample. Payment is to be made per line. Please inform me of the customary way of computing charge."

Answer.— In making a price per line, three figures should be given — one rate for single-price matter, another for price and one-half matter, and a third for double-price composition. The sample submitted is usually measured as price and one-half (machine composition). We can not state positively that this is the general custom in figuring on the publication of county board proceedings. Nevertheless it should be.

Old Type-metal and Brass.

(982.) "I have been recommended to write to you by the *Mechanical Digest*, for the address of parties who buy old type-metal and brass. Do you know of any one at Chattanooga, Tennessee, who buys that kind of metal?"

Answer.—All typefounders buy old type-metal, but the purchase price must be taken in new type or other printers' material. (See advertising pages of THE INLAND PRINTER for names and addresses of typefounders.) Old brass can be disposed of only through dealers in old junk, so far as we know. Write G. I. Haley, president, or C. B. Miller, secretary, Ben Franklin Club, Chattanooga, for names and addresses of local buyers of old type-metal or brass.

Lithographers' Stone.

(978.) "My father owns sixty acres of land in Wyoming, part of which is a quarry of lithograph stone. It is claimed by the State University of Michigan to be as good as the German stone. Can you inform me what engravers or lithographers can use this stone or where a market can be had for it, either in selling the stone or the quarry?"

Answer.— The Fuchs & Lang Manufacturing Company, 29 Warren street, New York city; the Ault & Wiborg Company, Cincinnati, Ohio, and Robert Mayer, 19 Twenty-first street, New York city, are dealers in lithographic stone, and several other firms import such stone direct from Germany. There have been a number of quarries of lithographic stone discovered in this country, but the principal difficulty is that the stone is not obtainable in large sizes, free from grit. We would recommend that you ascertain definitely the largest sizes of pure stone obtainable, take the measurements, and then submit samples to the above-named concerns. The *National Lithographer*, published at 150 Nassau street, New York city, is in touch with the market of lithographic supplies, and we would advise that you write the editor of that magazine also.

MacKellar System of Type Measurement.

(972.) "Will appreciate your advising me what is meant by the MacKellar system of type measuring. Does this system provide that every line is to be counted as twenty ems of the type in which it is set (that is, the minimum measure)?"

Answer.— The MacKellar system of type measurement was adopted at a conference between the employers and representatives of the International Typographical Union held at Syracuse, New York, November, 1892, but the agreement never became effective, probably on account of the general introduction of typesetting machines shortly after the conference. The purpose of Mr. MacKellar's system was to inaugurate an equitable basis for measuring without disturbing the proportions of type manufactured at that time; that is, many publishers desired to use "lean" type for such work as directories, encyclopedias, etc., and he believed that to adopt an arbitrary standard of so many ems to the alphabet would bring about confusion and dissatisfaction without advantage either to the compositor or to the employer. Mr. MacKellar's system is as follows: First — Ascertain the number of points in an alphabet of the type that is to be used. Second — Divide the amount by 26, the number of letters in the alphabet. The result of this will be the unit of measurement for that face or size of type. Third — Now to ascertain the number of like units in one line of matter set, divide the number of points that are contained in the measure of the column by the unit already found. This will give the correct number. Fourth — Multiply this number by the lines of the take, and this will give you the entire number of units in the whole matter set. The principle of this system is self-adjustment, affording equal rights to all as follows: (1) It secures for the compositor a just and equal compensation for setting any variety of "lean" or "fat" type. (2) Instead of the present arbitrary exaction, it leaves the choice or selection of faces to the printer or publisher. (3) It in no wise interferes with the present system of plain faces made by the typefounder. The above is a quotation from Mr. MacKellar's explanation of his method of measuring, when first presented. To illustrate the MacKellar method of measuring: Take an alphabet of lower-case of type and ascertain the number of points therein. Supposing there were 104 points, this number would be divided by 26, the number of letters in the alphabet, which would give a quotient of 4 points, which would be the unit of measurement. Supposing there were 162 points in a full line, this amount divided by 4, the unit, gives 40½, which is the number of units in one line. This amount multiplied by the number of lines set, would give the entire number of units. The same number of lines of a "fatter" type of course would give a smaller number of units. You will see by this system of measurement, that the compositor would be paid more per line for setting "lean" type than he would for setting "fat" type. There was no provision that every line was to be counted as twenty ems of the type in which it was set, as suggested in your letter.

Bookbinding

BY A. HUGHMARK.

Under this head inquiries regarding all practical details of bookbinding will be answered as fully as possible. The opinions and experiences of bookbinders are solicited as an aid to making this department of value to the trade.

Pamphlet Binding.

A pamphlet or, as the French have it, brochure, is defined as being a short printed work of a few leaves and not exceeding five sheets, stitched or sewed together, with or without a paper cover. The greatest output of printing from the majority of job-offices, large and small, the world over, is sent out in pamphlet form. Means for binding such work vary from hand-folding in four-page forms, printed on job presses, with sheets stapled together on a foot-power stitching machine, to the more complicated machine-folded sheets, inserted and headed up on continuous, electrically driven multiple stitchers.

The smaller the equipment, the more need of personal attention to details. These details cover register in folding margins, in cutting up sheets and in trimming, adjustment of staples, proper size of wire, and jogging up the inserted sheets.

That these details are frequently neglected is evident in the number of specimens at hand, both domestic and foreign. The faults discovered by an examination of samples of this class of binding we have classified under separate headings, as follows:

REGISTER.

Register in folding is obtained by centering the odd page over the even. In an eight-page sheet the first fold is the head fold, where the pages are registered at the bottom; the second, the back fold, the creases of which should be in the middle of the margins between the pages, unless the pages are of different sizes, in which case the smaller pages should have a larger margin in equal proportion all around. In doing this a word or a certain line of the larger page can be picked out as a guide on which to register the bottom or front of the smaller page. If the printing is out of register it is better to divide the difference between the inside and outside forms when folding. Running-heads and borders should always line up.

BUCKLING.

A sixteen-page sheet, when printed on thick paper, should be split at the head, three-quarters the distance across the fold, with the folder on the second fold, or perforated if run on folding machine. Thirty-twos have to be cut or perforated on the second and third folds.

INSERTING.

When opening up the sheets successively for inserting, the corners should not be bent so as to show a break or crease in the paper. If there is a separate four-page section (this should always be printed as a jacket, as it can not be jogged on the inside), the inserted sections must be jogged until they are all even at the heads. If there is a cover in addition, it becomes still more difficult and therefore requires proportionately more care in jogging.

STITCHING.

The selection of wire is too often influenced by what a machine with dull or badly adjusted cutting devices will feed best, instead of what should be the proper thickness for the work in hand. It is sufficient to say that anything up to and including sixty-four pages should be stitched with No. 30 gage wire, that being the thinnest that can be used on machines. This wire requires a properly working feeding and cutting device, because, being thin, any extra wear on these parts will cause the ends of the wire to bend or misfeed. If the machine can not be made to take No. 30, No. 28 will do, but will add more swelling to the backs, which will make trimming more difficult. The shanks of the staples should be clinched close to the paper, but not so tight that they will cut through when the leaves are turned. A fine wire is not so likely to cut plate or loaded stock as is the thick wire, which is almost sure to do so. Any undue swelling necessitates pounding down for trimming, which means that the staples are crushed into the stock, making it that much easier for them to break through. With side-stitched work, it is equally important to use thin wire, especially if there is to be a cover; for nothing looks worse than a booklet with two bumps on the side where the wire shows through. The division of the distance between the stitches should be reasonably uniform — that is, each staple should have approximately one-fourth of the length of the back at each side of it. Often one stitch will be near one end and the other in the center, or the two will be close together in the center. To prevent this irregularity, as a guide to the operator paste strips of tissue-paper on the saddle where the bottom of the sheet should touch at the first and second stapling.

CUTTING SHEETS.

In forms of irregular make-up, such as two fours and an eight and a sixteen, which have to be cut on the flat-bed machine for folding, the sections should be carefully marked with a knife-point (a pencil makes too thick a mark), so that the head margin corresponds exactly to that of the folded sheets of the balance of the work. A sheet should be folded to register for that purpose before marking. As it often happens that four-page jackets have only the first page printed, or the first and second pages, leaving the second leaf blank, it follows that in such case there is no guide to take for folding; therefore the printed page should be laid on the folded form of the same sheet, so as to register, and the knife used to mark the spot where the fold should be made. When the fold is made on this mark, and one leaf extends beyond the other leaf, this extension is marked and cut off. If, on the other hand, the two leaves are even but the stock varies, it is best to run the knife through both leaves near the edge and cut off both sides. This, of course,

is for the purpose of folding, and with these precautions the work can be folded with even corners.

TRIMMING.

Although this apparently is a simple operation, it is here that more careless work is done than in all the other operations combined. It is hard to find perfectly squared booklets from samples smaller than 6 by 9, when trimmed on the average flat-stock machine. The reason for this is that often the back gage becomes worn and a little wobbly or it will slip after being locked. If the split gage is used to make the three different cuts at one time, the head cut is usually made at some distance from the side gage. The fold at the head swells that end up as much as one-third above the middle; consequently when the clamp is brought down it hits the high points first, back and head, while the lower portions are still movable and therefore easy to knock out of alignment with the back gage. The more spongy the stock, the worse it is to keep straight. The gages should be gone over and trued up at least once or twice a year. As a rule this is never done after the machine is once set up. The end cuts should always be made with the booklets placed against both side and back gages; the fore-edge cut can be made at the same time in the center of the machine.

Another trouble is depressions across the end, caused by the clamp pressure. In order to guard against this, pieces of binders' board or thick strawboard should be cut wider than the thickness of the clamp and glued on the clamp over the places where the books are, so that they extend in the back. If the same precaution is taken for the fore-edge trimming, it will prevent the work from being jerked forward when the clamp descends. Enamel or highly glazed stock should always be protected with a loose waste leaf on top and bottom of every bunch of books while trimming.

COVERING.

Glue of a good quality is a necessity for durable covering. A ground hide-glue, mixed with a ten-per-cent bone-glue, dissolved in one and a half times its own weight in water, will be found reliable on the general run of work. Glue should never be "cooked"; this has been done at the glue factory. Neither should a glue-kettle be exposed to direct fire — a double pot is best. The most economical, as well as the most efficient, is a glue-heater that has one air-tight water-jacket around a closed glue chamber. These heaters are now made for steam, gas and electricity. They can be furnished with individual pots if desired.

Books or pamphlets to be covered are stacked up as high as the swelling in the backs will permit without tumbling down. The backs are well glued with hot glue, rubbed in with a 2½-inch round copper-bound glue-brush. These brushes do not shed their bristles, if soaked in cold water over night when new, before using. The pile of books is next lifted on to a piece of wooden board, so that the glued backs extend, after which the books can be turned in any direction convenient for handling. The books are piled front down for gluing. In order to pick them up one by one, they are turned so that the fore edges are turned toward the coverer. Each book is then lifted off by placing the thumb against the head near the back, with the fingers extended on the side. A turn of the wrist toward the right bends up one end first, thus giving the proper control for separating the books without picking up an additional sheet or leaving one. The covers should have a printed rule for a covering guide along the back on the inside, where there is printing on the inside; otherwise guides can be put in by folding, scoring or by sawing nicks in the end at the head and tail. The book is then laid on so that it is even with the cover at the head and in line with the covering guide on the back. The front cover is then picked up and wrapped over the book, at the same time drawing it tight over the back. When all the books in the pile have been inserted into covers they are put in suitable bunches for jogging up and rubbing. If a heavy slab of stone or a metal plate is handy, the bunch may be gripped tight at both ends and the backs pounded down on the hard surface, thereby firmly attaching the covers; or the books may be rubbed in the bunch, back down, over a hardwood plank edge which has had the corners rounded off and which has been solidly anchored so that it does not shake or move. A folder or a special-whittled stick also can be used for rubbing. Sometimes it is necessary to use both methods in combination. On certain stock the glue seems to dry quicker than on others; in such cases the glued backs may be moistened over with a paste-brush, using thin paste, immediately after gluing. Very thin books have not enough backbone surface when glued to hold a cover unless they are laid up in smaller piles and glued up obliquely, in stair fashion. This, of course, permits a narrow strip of each side to be glued, as well as the back. This method of gluing is also used for hinged covers — that is, where the cover has a scored line, an eighth of an inch from the back scoring. Sewed books can not be piled as high as those that are wired, because, when the glue gets tenaciously tacky, an additional sheet is sure to break away at the sewing from the book below. Additional care must be exercised in this case not to pile the books too high *after* covering, because their combined weight is sure to press the squared backs into rounded shapes or otherwise make them lopsided. When dried in such condition there is no possible way of securing a good job, and the trimming will bring out that trouble still more. After books of this kind have been jogged and rubbed down, they should not be laid up in independent piles, but rather stacked on a table, where they can be laid like bricks in a wall, one layer covering the interstices of the one below, thus binding them into a solid stack and also keeping them compact while drying. By taking this precaution there will be no trouble in trimming them, whatever kind of machine may be used for that purpose.

THE GLOSS-EMBOSS PRINTING PROCESS.

General interest is aroused among the smaller printing-houses in the imitation of embossed work secured by dusting very finely powdered resinous powder on freshly inked sheets, and subjecting these to a moderate heat. The character of the powder and the method of applying the heat are the principal causes of success or failure. The Gloss-Emboss Printing Process, invented by I. D. Hurlbut, who has laboratories at Prairie du Chien, Wisconsin, and business offices in the Hunter building, Chicago, places this work on a simple and practical basis, so that any printer can work it without expensive and tedious experimenting. Mr. Hurlbut has applied for a patent on his powder formula, and also on the heating device, the advertisement of which is shown elsewhere in this issue.

AN EDUCATED PRINTER.

A newly established printer in rural Quebec, who was loudly proclaiming the superiority of his work, seemed to be particularly unfortunate in the grammatical construction of his advertising literature. His critics, however, were floored when he "came back" in one exceptionally aggressive advertisement with the emphatic claim that his "technical and literary education" was "insurpassed in this district."

Trade Notes

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Printing Press Greater Discovery Than America.

By a vote of 3 to 0 the judges of a debate at Frederick, Maryland, on October 20, upheld the contention that the invention of the printing-press was a greater benefit to mankind than the discovery of America. The debate was conducted by the Belles Lettres Literary Society of the Maryland city.

Harper Concern Changes Name.

Announcement was made recently by the Harper & Brother Company, of Philadelphia, that its charter papers had been amended changing the name of the corporation to "Harper Printing Company." In making the announcement the company emphasizes the fact that no change whatever is made in the management or conduct of the business.

Must Obey Labor Law.

A decision was handed down recently by Justice Morschauser, of the Supreme Court of New York, directing that the election commissioners of Duchess County, that State, must not award a contract for the printing of election ballots unless the contractor agrees to accept the stipulations in the labor law calling for an eight-hour day and the payment of the prevailing rate of wages to employees.

Big Ticket Printery Burned.

Fire completely destroyed the plant of the Dillingham Printing Company, at Bairdstown, just outside the Los Angeles city limits, on October 28. The loss is about $50,000, covered by insurance. The origin of the fire is said to have been from the electrical equipment. The Dillingham concern is one of the largest on the Pacific coast, and had extensive contracts for printing tickets for railroads and theaters.

Commission Favors Power Presses.

Senator Smoot, chairman of the joint commission for the investigation of printing, has announced that that body will recommend the installation of power presses in the Bureau of Engraving and Printing at Washington, D. C., in place of the hand presses now used for printing paper money and stamps issued by the Government. According to dispatches from Washington, a bitter fight is to be made on the report by members of the plate-printers' union, who have opposed the proposition from the beginning.

California State Printer Resigns.

W. W. Shannon, for the past nine years State Printer of California, on November 10 presented his resignation to Governor Johnson, which became effective on the 20th. Mr. Shannon had been charged with lax business methods and extravagance in the purchasing of supplies for the State, and the Legislature, in special session, was to have considered evidence gathered by the State Board of Control and a senate committee on text-book investigation, which is said to have seriously reflected on Mr. Shannon's official acts. According to dispatches the resignation will stop further investigation.

Ben Franklin Club in New Role.

The Ben Franklin Club of Wisconsin recently paused long enough in its cost-finding work to help an unfortunate brother. In the flood that swept Black River Falls, the entire printing plant of Merlin Hull, valued at $4,500, was destroyed. The members of the club felt it their duty to extend a helping hand, and therefore sent out an appeal to the fraternity of the State asking for contributions. "Let's make a record and show the people of Wisconsin that the printers are not such a bad lot after all," concludes the appeal, after stating that the purpose is to present Mr. Hull with a new printing plant. Contributions of $1 and up were asked for. All remittances are received by W. R. Hotchkiss, Menominee, Wisconsin.

To Exploit American Paper and Printers' Machinery.

"Handy Tools," a concern of Calcutta, India, with street address 382 Wellington street, has asked THE INLAND PRINTER to "make it known to manufacturers of the very latest and approved machines and appliances, also papers, in America, that this business is about to take up the sale of a line of high-grade and most up-to-date jobbing machines for printers." In the letter received it is stated that the company "will not touch heavy machinery and no presses with a larger chase than 11 by 16 and eight power machines." Wire and thread stitching, staple binding, crimping, cutting, punching, perforating, folding, ruling, card-cutting (also for cutting tabs on index-cards) machines will be handled. In addition a complete line of American papers is wanted. The company is desirous that manufacturers send catalogues, price-lists, cash discounts, etc.

Printing Plant for University of Kansas.

A model newspaper plant is to be installed in the University of Kansas in connection with the school of journalism of that institution. A special committee, given full power by the board of directors, recently approved the recommendations of Professor Merle Thorpe for laboratory equipment for the department of journalism. The professor recommended equipment necessary for a model newspaper plant, including presses, typesetting machinery, a bindery, and enough type and cabinets to allow two classes of twenty students each material for work. In this work students will be instructed in the different type-faces and their value in the composing-room. They also will be taught to set type, make up and lock up forms, estimate costs, judge qualities and quantities of paper, inks, etc., and read proof. The class in the art of printing, in addition to hearing lectures on the history and development of

printing, will do practical work in the designing of advertisements, title-pages and other classes of typography. A course of study in color-schemes also will be given. It is expected that the new equipment will be installed early this month.

$30,000 Verdict Affirmed.

The Court of Appeals of New York recently affirmed a verdict for $30,000 given Charles McMichael, a former employee of the Federal Printing Company, Manhattan, New York city. Mr. McMichael was working on a cutting machine in the plant of the Federal Company when the knife suddenly descended and cut off his right hand at the wrist and four of the fingers of the left. It was contended at the trial that the company had rigged up its paper-cutting machine in a way that rendered it defective and dangerous. The rigging consisted of strapping two pulley-wheels together with clamps of iron so as to make them operate as one pulley, with the result that one of the pulleys seized or bound around the shaft upon which it revolved, causing the knife to descend unexpectedly upon the hands of the operator.

Mississippi Typothetae Holds Meeting.

Through the good work of F. R. Birdsall, of Yazoo City, president, and J. W. Tucker, of Jackson, secretary, the Mississippi branch of the United Typothetæ held a successful meeting at Jackson on October 27. Delegates were present from Meridian, Hattiesburg, Vicksburg, Belzoni, Starkville and other places, and much enthusiasm was shown for the organization's work throughout the country during the past year. A plan of campaign for the State was mapped out, and it is proposed to hold numerous meetings during the coming year to promote business education among employing printers.

Printers Present Plan for Reducing Living Cost.

At the mass-meeting held on October 29 at Indianapolis, by wage-earners, to consider ways and means to reduce the high cost of living, the printers' representatives presented a plan which was indorsed by their local union. It is known as the Roachdale system, which is said to have met with great success in England. The plan is to coöperate with the farmers' exchanges, organizing a stock company to deal directly with the producing class, thereby eliminating the middleman. A tentative organization was perfected, with C. E. Cole, chairman, and E. W. Hearne, secretary, both officers being printers. The chairman was authorized to select a committee to consider the different plans and make a report to a mass-meeting to be held some time in the latter part of November. James M. Lynch, president of the International Typographical Union, is aiding in the work.

A Twenty-ton Type Equipment.

The Peterson & Kimball Company, Chicago, has increased its capital stock from $10,000 to $40,000. The company has tripled its capacity in a year. Promptness in filling orders and a general effort to keep up a high standard of service are the causes which brought success. Mr. Kimball has high praise for a Thompson typecaster which he uses, saying he would not take $10,000 for it if he could not get another. It has given him twenty tons of brand-new type from old metal, and enabled him to keep an immense amount of standing matter, while full cases prevent picking and useless distribution. It also does away with broken and bad letters, turning out fine printing and decreasing composing-room costs. The floors of the plant are scrubbed frequently and disinfectants used. An inspector declared it to be one of the cleanest printing-offices in the State. Mr. Kimball says this care makes employees more contented and more efficient.— *Printing Trade News.*



A likely spot for black bass.



Cooking a shore dinner.



A view of one of the Thirty Thousand Islands, Georgian Bay.

A PRINTER'S OUTING.

Photographs by George T. Schiebe, Toronto, Canada.

Neck Broken in Printing Press.

While at work under a press used for printing box-boards in the Mershon-Bacon Company's box factory at Bay City, Michigan, Ernest Couture, a nineteen-year-old boy, was instantly killed on October 31. Young Couture had pushed the belt which runs the press over onto the loose pulley and was under the machine making adjustments, when the belt worked itself over on the tight pulley and started the press. Couture shouted to the men working near by to stop the machine, but they were unable to act quickly enough, his body being carried by a feed-bar up against the body of the press with such force that his neck was broken.

Machine for Washing Paper Money.

The large number of notes returned to the Bureau of Engraving and Printing, at Washington, D. C., for redemption and which are canceled, thus necessitating the printing of notes to replace them in circulation, suggested the idea

some time ago that many of these notes could be washed and returned to circulation. Investigation developed the fact that at least thirty per cent of these notes were not at all worn, but were simply soiled, and only needed cleansing to make them suitable for use. Experiments were carried on in a crude way which demonstrated the practicability of washing the notes, and there is now in successful operation a note-washing machine invented by an employee of the Bureau.

Ben Franklin Dinner of the Chicago Typothetae.

The Chicago Typothetæ will hold its annual Ben Franklin Banquet on Franklin's birthday, January 17, 1912, in the Gold Room of the Auditorium Annex, Chicago. Speakers of prominence have been secured and arrangements have been made for from four hundred to five hundred guests. The committees in charge are:

W. A. Grant, general chairman.

Banquet Committee — E. H. Wimpfheimer (chairman), A. Taylor, W. H. French, Forest Hopkins, James White, F. M. Preucil, Walter Klein.

Invitation Committee — R. M. Eastman (chairman), O. A. Koss, C. P. Soule, D. F. Keller, Walter C. Gillett, W. H. Sleepeck, H. L. Ruggles.

Entertainment Committee — T. E. Donnelley (chairman), C. B. Stearns, Toby Rubovits, F. J. Clampitt, T. M. Ball, C. J. Keller.

Turning the Tables.

Some of our large daily newspapers have been having considerable sport at the expense of the country press, recently. Ill-constructed sentences and wrongly spelled words have been "played up" on the editorial pages of these city papers to the embarrassment of "the editor from home." This popular stunt, however, was worked on the "other fellow" in a recent number of the *Press Club Bulletin*, the lively little organ of the Press Club, of Chicago. Under the heading, "Line-o'-Pipe or Two," a Chicago paper is given a jolt or two, as follows:

WHY, INDEED?

Arnold Bennett may be an interesting novelist, but why should he expatriate on foreign literature? — *Chicago Evening Post, October 27, 1911.*

Does Editor Dell mean expatiate or expectorate?

TWENTY YEARS AGO TO-DAY IN THE "EVENING POST."

When will the ground be borken (sic) for the new buildings? — *Issue of October 24, 1911.*

Isn't it about time the *Post* changed proofreaders?

Country papers please copy.

New King's Printer for British Columbia.

W. H. Cullin, since last March chief clerk of the provincial government printing-house at Victoria, British Columbia, was recently promoted to the office of king's printer of that province, succeeding Col. Richard Wolfenden. Mr. Cullin was born in Toronto, Ontario, where he received his earlier education and first training in the printing art. Later he removed to Winnipeg, where he took charge of the printing department of the Winnipeg *Times*, of which he was one of the proprietors. When the Riel rebellion broke out Mr. Cullin took the field as a soldier in the Nineteenth battalion. After the suppression of the Indian uprising he went to Montreal, taking charge of the mechanical department of the *Star*, which position he held until he accepted a place on the force of the *Colonist*, at Victoria, about twenty-four years ago. He remained with the *Colonist* twelve years, a greater part of the time acting as superintendent of the composing-room.

Mr. Cullin is acknowledged to be a past-master in the craft, and an excellent organizer. The *Colonist* says that in Manitoba and British Columbia the new king's printer numbers his friends as legion, and that the government is to be congratulated upon securing the services of a man with such a splendid record for efficiency and achievement.

Typothetae President Favors Co-operation with Unions.

J. Stearns Cushing, president of the United Typothetæ of America, in a recent address before the Boston Printing Pressmen's Union, declared his opposition to the Taylor system of scientific management, on the ground that it would cause friction between employer and employee. While he urged the need of better business methods, he said what we needed most was scientific workmen and friendly coöperation between the employers' organizations and the unions. Touching this point, Mr. Cushing said: "The employers are now getting together for the general good, and the next step will be to join hands with the unions for their mutual good. I do not believe that the printers will ever adopt the so-called Taylor system, as it causes friction between employer and employed."

The Pressmen's School.

According to a recent statement of President George L. Berry, of the International Printing Pressmen and Assistants' Union, the school which is being established in connection with the union's sanitarium and home for superannuated members, at Rogersville, Tennessee, will conduct a correspondence course in addition to its practical instruction given at the institution. The correspondence course, however, is simply intended to keep the organization's members informed as to the latest improvements and methods in the printing trade. A life membership in the course can be purchased for $25, which entitles the members to full information concerning the latest printing machinery, with instruction as to operation, etc. This will enable pressmen to adapt themselves more readily to the new machines which may be installed from time to time, with benefit both to themselves and to their employers.

Lynch's Suit Against Kirby Dismissed.

Supreme Court Justice Newburger, on October 31, dismissed the suit brought by James M. Lynch, president of the International Typographical Union, against John Kirby, Jr., president of the National Association of Manufacturers, and his associates on the board of directors. A resolution of the board of directors of the National Association of Manufacturers passed after the blowing up of the Los Angeles *Times* plant, in which the act was put up to the International Typographical Union, was the basis for the suit. In the resolution the directors said they recognized that this act of destruction of life and property was in line with the union's doctrine of "rule or ruin," and that not only the "human tools" who perpetrated the crime were responsible, but those who fostered the union organization as well. Justice Newburger finds that there is nothing in the resolution which refers to President Lynch as an individual, and dismisses the suit on that ground.

Printing Art Exhibition.

At Mount Vernon, New York, on November 14 to 18, there was held an exhibition which marks the first attempt in this country to present to the public a comprehensive and educational exhibit of the art of printing and its progress from the early days when books were written on palm leaves. In the exhibit were books which were made before printing, as known now, was discovered. Among them were a facsimile of gorgeously colored hieroglyphic inscriptions made 1,560 years before Christ; a book written on palm-

leaves, the scriptures of Buddhism, said by the priest of the temple of the Holy Tooth to be over eight hundred years old; examples of book-leaves written on vellum before A. D. 1400, and of early European manuscript books. There was also shown an ancient engraved wooden block, with the tools for engraving, inking and taking impressions; also examples of block-printing, invented in China about A. D. 1000, together with a reproduction of "*Ars Moriendi*," the most perfect European block-book extant, about A. D. 1430.

Coming down to the time of Gutenberg, the inventor of movable types, rare old specimens were displayed of the first books printed with Roman types, among them a book printed by Peter Schoeffer, Gutenberg's first apprentice; and the first great illustrated book, with two thousand illustrations, printed in 1493. (This latter is the work on which Durer served his apprenticeship as an engraver.) Many other famous volumes were shown.

Nonprinters had a splendid opportunity to gain a knowledge of the different printing processes, beginning with an exhibition of the manufacture of types, with molds, matrices, model of typecaster, samples of types, etc.; the making of printing-ink; the various steps necessary to turn a photograph into an illustration for newspaper or book; the method of making maps; the progressive steps in duplicating plates or type-pages by electrotyping or stereotyping; the progress of the printed sheet until it is a completely bound book, magazine or newspaper; also progressive steps in color-printing. In addition there was shown a curious collection of books, newspapers, posters, etc., in Oriental languages.

The exhibition was held at the Public Library, and was in charge of a committee composed of the following well-known publishers and printing-trades representatives, all residents of Mount Vernon: Herbert L. Baker, C. B. Cottrell & Sons Company, New York; William G. Brogan, American Press Association, New York; Joseph Gantz, Publishers' Printing Company, New York; R. R. Ross, Dodd, Mead & Co., New York; Bennett Chapple, *National* Magazine, Boston; George T. Rowland, Book Publisher, New York; F. A. Merriam, Publisher, Mount Vernon *Daily Argus*. The committee acknowledges courtesies extended by R. W. Nelson, president of the American Type Founders Company, in loaning choice selections from the Typographical Museum and Library at Jersey City, owned by the American Company.

THE GRAPHIC ARTS YEAR BOOK.

The announcement of the Graphic Arts Year Book, which appears elsewhere in this issue, suggests that no better gift could be made to a printer or an engraver than this work — so remarkably rich in illustration and information regarding all the phases of the graphic arts. So eminent an authority as Mr. J. Stearns Cushing described this annual as " a post-graduate course in fine printing and engraving." In its pages are crystallized the practical experience of the most eminently successful workers in the graphic arts. It is arranged in departments, contains four hundred pages, 8 by 10, is bound in half-leather, and is forwarded to all parts of the United States and Canada for $5 postpaid. Foreign postage, 80 cents extra. The Inland Printer Company, Chicago.

WE are judged by what others think of us, rather than by what we think of ourselves.— *J. S. McMillan, McMillan Printing Company, Monroe, Michigan.*



This department of service is designed to bring men of capacity in touch with opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Cartoonist Desires Position.

(1172.) Seven years' experience as artist and cartoonist on newspapers. Desires to hear from small city daily desiring a hand or chalk-plate artist. Samples will be submitted on request.

Wax Engraver Wanted.

(1171.) We are about to engage in wax engraving and have an opening for an experienced worker in this process. Must come well recommended, willing to accept moderate salary to start. When efficiency is proved, salary will be advanced.

Superintendent of Photoengraving.

(1165.) Photoengraver, eighteen years' experience. Superintendent in western and eastern engraving houses. Thoroughly competent, with a general knowledge of press-work. Have been in present position two years, but desire a change. Age thirty-seven.

Great Opportunity for Daily Newspaper in Northwest City.

(1177.) Would like to correspond with some editor-publisher with experience, capability and capital who is looking for an opportunity to establish a daily paper in a progressive city of ten thousand, in center of rich farming region in Northwest.

Wants Position as Manager of Daily or Trade-paper.

(1181.) Newspaper man with many years' experience in the management of men, desires position as manager or assistant manager, either editorial or business, of a daily in some small city or a good trade-paper; former preferred. Would prefer the West to location. Excellent business training, liberal education, practicing lawyer, possessing ability to assume initiative and responsibility. Practical experience in the printing trade and newspaper business.

Printer Wants Position in Front Office.

(1168.) I want a position in front office to lay out work, paste dummies or assist superintendent. Thirty years of age, married; have no bad habits. Received training in country weekly offices. Held foremanship in three different offices, editor and foreman of country weekly. I worked in metropolitan city six years at catalogue and job-work. Have first-class general knowledge of the printing business. Have experience in marking copy for Linotype

and Monotype. Can lay out jobs or advertisements. Can furnish A-1 references. Am at present employed, but want a chance to advance.

Wanted—Position as Foreman of Composing-room.

(1167.) Desire position as foreman in some medium-sized shop, doing high-grade work. New York city or Chicago preferred. Job compositor with twelve years' experience. Capable of handling highest grade of job composition. Familiar with color harmony and competent to lay out and design high-class jobwork. At present employed. Union.

Wants Situation as Foreman.

(1178.) Young man twenty-four years of age, with over ten years' experience in the printing business — job, catalogue, book, magazine, etc. At present employed as foreman of an up-to-date shop, where I do all the buying, estimating, etc. Desire a change, with greater opportunities, preferably a live newspaper and job house in a live country town.

Wants Position as Superintendent of Printing Plant.

(1176.) Superintendent of large catalogue and publication office desires change, with greater opportunity for advancement. Eighteen years' experience in all branches of the printing business, and know the game thoroughly. Have been through the shop all the way up to estimator, buyer of all supplies, paper, stock, etc. Union. Age thirty-six; married, strictly temperate.

Superintendent Wants Position.

(1170.) Thirty years in the printing business. Foreman and general manager of mechanical department of leading daily for nineteen years. For seven years had charge of the mechanical department of a firm manufacturing office supplies, fancy stationery, school supplies, schoolbooks, blank-books. Competent to handle men, cost system and the production of high-class work.

Estimator Wanted.

(1174.) A practical man may find situation if qualified to estimate on large and small work. Exceptional ability and experience in taking orders for best grade of work, catalogues, college annuals, genealogical and history editions. A New England house, with best of equipment. Must be absolutely temperate, reliable and diplomatic in dealing with customers. To right man a good salary. State age, experience, wage expected; references.

Situation Wanted on Editorial Staff.

(1175.) Wants to enter newspaper field permanently, either at desk in large enterprise or editorship of small daily or large weekly. In latter case, would be willing to invest some capital, if outlook were desirable. Prefer Kansas or Nebraska. Extensive European experience. Thoroughly enthusiastic over possibilities of the Middle West. Have contributed extensively to various trade-papers; not a brilliant writer, but capable of putting ideas in readable form. Active politically, progressive in views. Sober in habits, quiet, democratic and unassuming; ambitious to succeed.

Advertising Manager.

(1169.) Practical printer, experience of over twenty years in printing business, both in newspaper, job and advertising departments. During the past ten years have been a close student in the advertising field. Can write good copy and arrange and lay out display advertising. Can figure with the printer on all kinds of work and know what it ought to cost. Am familiar with paper stock and know what it is worth. Sober, reliable. Can furnish references for anything claimed. Am in business for myself, but the field is too limited. Somebody somewhere needs such service as I can give. Forty years of age. Married.

Desires Position as Manager or Superintendent.

(1182.) A practical printer and pressman desires position as manager, sales manager or superintendent of printing plant; thoroughly capable of handling help and experienced in the installation and operation of standard cost system. At present employed, but desires opportunity to advance. Seeks position paying minimum salary of $35 per week. Age thirty-seven years; married.

Wants Position as Foreman.

(1168.) Printer thirty years of age, single. Last eight years foreman in a medium-size office. Have knowledge of the different departments — composition, presswork, ruling, bindery and stock — gained by actual experience in supervising. Experienced in estimating and proofreading. Desire good employment in a larger office, where I can have a part in developing the business and in developing myself. Canadian. References furnished.

Wants Position as Foreman or Assistant Foreman.

(1179.) A first-class job-printer, with business experience of twelve years, on job, book, advertisement, catalogue and publication work, possessing the ability to handle men, and capable of taking charge of small or medium shop, desires position as foreman or assistant foreman in a shop doing a nice grade of commercial and catalogue work, preferably within two hundred miles of St. Louis. Age twenty-eight years. A hustler, reliable, married. At present employed, but prefers position with greater opportunities for advancement.

Superintendent or Manager Wanted.

(1173.) Application is invited for position as general superintendent or manager of large printing and binding plant in East, producing best class of work. Applicants must possess a first-class general knowledge of letterpress work, binding, composition, half-tone work and know stock values. Good address, absolutely temperate, good correspondent, fair education, a hustler but always a gentleman. Please state experience, where gained, age, and salary wanted to make good. No labor troubles; open office.

Desires Position in Newspaper or Advertising Field.

(1180.) Young man, twenty-six years of age, with fair knowledge of journalism, and an ambition to succeed, desires a position where he may have an opportunity to develop the advertising branch of newspaper work, for which he feels he has a special aptitude. At present employed on weekly newspaper, but desires change where he may advance more rapidly. Experienced in various branches of journalism — subscription solicitor, reporter, advertising man, staff photographer and cartoonist. Temperate; can furnish best of references.

SUBMITTING SAMPLE OF WORK.

"I understand," said a handsome young woman, entering the printing-office, "that you employ only girls, and that you are in need of a forewoman."

"Yes," replied the printer. "Can you make up a form?"

"Just look at me and see," she answered, turning herself round.

She was engaged.— *Boston Courier.*

ENGRAVING AND LITHOGRAPHING PROCESSES.

RELIEF PROCESS.

Line-blocks.

A block is called a *line-block* when the original reproduced consists of only two tones, black and white. In the case of these blocks it is the practice, in all workshops which turn out large quantities of work, to divide the work into the following departments:

1. *Negative-making* — The wet-collodion process is usually employed in order to get a negative as much like a stencil as possible, with the blacks represented by transparent spaces in the film of collodion, the whites by an opaque deposit of metallic silver.

2. *Making the print on metal* — Polished zinc usually, sometimes brass or copper, is cleaned free from grease and coated with a bichromated colloid (generally egg-albumen and ammonium bichromate). This coating is whirled to obtain an even film, dried and placed under the negative, film to film. The whole is then placed in a specially stout printing-frame, which is provided with means for applying considerable pressure, and exposure is made to light — in London practically always the electric arc.

Wherever light acts, it has the effect of rendering insoluble the sensitive bichromated colloid coating on the metal; where no light reaches it, the bichromated colloid remains soluble. After sufficient exposure the metal is taken out of the frame and covered by means of a roller with a thin film of a special ink. The plate is then placed in a dish of clean cold water and gently rubbed with a pad of cotton wool. The soluble coating easily comes away, leaving the insoluble parts covered with ink. The plate is then dried and warmed, and the ink thus made tacky by warming is covered with either a resin or bitumen powder. The plate is then again heated to cause this to incorporate with the ink. If there are any defects, these are made good, and the back and sides coated with acid-resisting varnish. The plate is then ready for the next step.

3. *The etching* — This consists in eating away the bare zinc representing the white spaces in the original to a sufficient depth by means of nitric acid, leaving the black lines standing in relief. It usually requires several etchings to obtain sufficient depth, the tops and sides of the lines being protected by means of ink and resin, or dragon's-blood powder, fused by heat before each successive acid bath. Then the accumulation of ink and resin which has formed the "resist" against the acid is cleaned off.

4. *The mounting* — This consists of trimming the plate and mounting it on a square piece of hardwood to make the plate correct type-height.

5. *The printing* — Finally, the block is proved; that is, the surface of the block is covered with a black or colored letter-press ink and a paper impression taken by means of a hand press, or a power-driven platen press.

Half-tone Blocks.

In the making of *half-tone* blocks, the operations are essentially the same as those for producing line-blocks, but one of the great advantages of the half-tone system is that a block can be made from practically any original, whereas for a line-block only one kind of original is suitable — namely, firm black lines on clean white ground (for example, india ink on bristol board). A half-tone block is really a line-block conveying the illusion of half-tone by reason of the varying distribution of black ink and white paper, according to the varying size of small ink-carrying dots. These dots are produced because the negative is made with a cross-line screen placed in front of the plate while the exposure is being made. This has the effect of splitting up the continuous tone of the original into dots of differing size according to the varying brightness of the tones of the original. Except where exact facsimile is required, most originals are the better for a little retouching before the photograph is made, and in recent years half-tone has become a successful competitor in the last remaining field of the wood engraver — namely, catalogue illustration. Wood engravings have hitherto been preferred because detail could be indicated that no photograph, however clear, could show; as, for example, sectional parts. But now photoengravers engage artists specially to work up crude photographs to emphasize exactly the parts required, and put in any necessary detail — a process which is taught in the school, in the Preparation of Originals class. When this retouching has been done and the block is printed on smooth, white paper, the result conveys a far more telling illustration of the article than was produced by the wood engraver, who, however, still does most blocks for coarse printing on cheap paper.



A PRINTER'S HOME.

Residence of Hugh McPherson, journeyman printer, 165 Wharncliffe, London, Ontario.

The printing on the metal plate is usually done by means of bichromated fish-glue, and the metal used in England is more often copper than zinc.

The etching is divided into two stages — first, the rough etching, and second, the fine etching, which consists in reëtching some parts more than others to increase the contrasts in the block.

The mounting and proving are the same as in line-blocks, with the exception that to print half-tone well requires a fine-surfaced paper, whereas line-blocks will print on almost any kind of paper.

Three-color Blocks.

A three-color process is an application to photography, and process, of the fact that three colored lights, suitably chosen, either alone or mixed in varying proportions, can approximately imitate any color.

A colored original is placed on the copy-board, and three negatives are made through color-filters upon suitable plates sensitive to colored light. The filters and plates are so adjusted that the first negative only records the blue light, the second the green light, and the third the red light, reflected from the original, the function of the filters being to absorb or trap any light to which the plate happens to be sensitive besides that required to make the respective records, and so prevent it reaching the plate. From such negatives positives are made, and from these half-tone blocks as described above. These blocks are printed with inks, respectively, absorbing the lights photographically recorded; thus the block made from the blue record negative is printed in a particular yellow which absorbs this blue, the block made from the green record printed in a crimson ink absorbing the green, and the block from the red record printed in a cyan-blue ink absorbing the red.

Another method is to make the color-records and screen negatives at one operation, by the use of the light filter and the cross-line screen at the same time, either on orthochromatic dry plates or on collodion emulsion, as wet collodion can not easily be made sensitive to the less refrangible light rays. This is known as the "direct" process, and examples of both methods are shown in the report.

INTAGLIO PROCESS.

Photogravure.

This process is one of the oldest and most beautiful (if not the most beautiful) of current reproductive processes. An ordinary negative is made of any copy, object, or landscape of which it is desired to make a photogravure. From this a positive transparency on glass is made, either on a gelatin dry plate or by what is known as the carbon process. This latter consists of a bichromated gelatin film, containing pigment — hence the term "carbon" process; this film after exposure under the negative is soaked in warm water to dissolve away the gelatin which is more or less unaffected by the light. In the shadows, where the film has been largely affected by the light, little gelatin is removed, while in the high lights, where less light has penetrated, the gelatin is readily dissolved away. Development is effected upon the back, the support being in this case a piece of glass. A piece of polished copper is now taken and cleaned to remove all traces of grease; it is then grained; that is, finely powdered bitumen or resin is shaken up in a large box, called a dusting-box, and after an interval, determined by the fineness or coarseness of the grain required, the copper plate is placed inside the box and the particles of powder allowed to fall on the surface. These are then fixed to the plate by heating it and in the etching they form little points which resist the mordant.

From the transparency a negative carbon print is made, and after exposure, but before development, the gelatin tissue is placed face downwards in contact with the grained copper while under water; then development of the film takes place in hot water as described above. The high lights of the subject are now represented by the greatest thickness of gelatin, the half-tones by lesser and the shadows by least thickness. When the plate is dry and the



A PRESSMAN'S HOME.

Residence of Elmer E. Shiner, foreman, pressroom, Sowers Printing Company, Lebanon, Pennsylvania.

back and sides have been protected by painting on an acid-resisting varnish, it is etched by placing it in baths of perchlorid of iron solution of various strengths. The gelatin film acts as a resist to this mordant, and where the resist is thinnest (in the shadows) the copper is etched deepest, and where it is thickest (in the high lights) the copper is attacked least. Sometimes some handwork is necessary on the plates, and this retouching consists in accentuating the lights by means of burnishing, or scraping smooth the copper, adding detail or intensifying shadows by means of cutting into the copper with a burin or a small-toothed wheel called a roulette. The pure copper used being too soft to stand the wear of printing an edition of any number, the plate has to be steel-faced — that is, given an electrolytic coating of iron.

To print, ink is forced by means of a pad of canvas into the hollows etched in the plate, and the surface wiped away from the surface and margins. All over the ground of the plate there are a number of little points of copper representing the places where the grain had fallen; their function is to prevent the ink being wiped away from the hollows, as it would be if it were not for these spiky pieces enmeshing it. Damp paper is then laid on the plate, backed with soft blanketing, and hand-printed by means of a special press under a heavy iron roller. Machine-printed photogravure is now coming largely into use, but in England the method is at present the monopoly of one firm which makes etchings of a special character, and employs expensive machinery of a secret pattern.

SURFACE PROCESSES.

Lithography.

Lithography depends upon the fact that grease and water are mutually repellant.

A drawing is made with fatty ink or crayon upon a suitably prepared special kind of limestone. The stone is then coated with a solution of gum arabic and nitric acid, which forms a chemical compound with the parts not drawn upon, keeping them absorbent of water and repellant of grease, while greasy printing-ink will adhere firmly to all other parts. The surface gum is washed off with water, the artist's ink washed off with turps, and then, on passing a roller charged with printing-ink over the stone, the ink takes upon the design only. To print the lithograph, the stone is damped and rolled up, paper laid on, and pressure applied.

The lithographic draftsman draws upon the stone from the original design or picture which is to be reproduced; also lithographs are drawn on to stone without the intervention of another designer's copy. Drawings are frequently made on transfer paper and then transferred to stone. A separate stone is drawn for every color used, and, in the reproduction by chromo-lithography of paintings, the skill of the lithographic draftsman consists in his selection of such printing colors as will faithfully reproduce the original in the fewest printings, which may, however, run to as many as thirty.

The practice of the craft may be divided into three parts:

1. The preparing of the stones.
2. The drawing of the design in fatty ink on to the stone.
3. The printing from the stone.

It is only the second branch that is, so far, taught at Bolt court; the preparation and proving of the stone are not the work of students, being performed by artisans engaged for the purpose.

Apart from its educational value, one great advantage which the school affords lithographic students is, to quote the words of Mr. Baxter, the teacher, "that it enables apprentices to possess much better specimens of their work than they can ever get from their firm, as no employer can afford to run the risk of intrusting good work entirely to an apprentice; at best they can only be allowed to assist. And as a lad's chances of obtaining a good position when he is out of his time depend entirely upon his specimens, it is obvious that they are of immense value to him, and have proved so to many of the students."

Good stones are becoming more and more difficult to procure, and suitably prepared zinc or aluminum is now largely used, especially aluminum, which can be printed in a rotary machine at the rate of 1,800 copies an hour.

Photolithography.

Photolithography is a process for the reproduction of originals by photographic means, applied to printing by lithographic methods.

A negative is made of the original and printed direct on the stone, zinc, or aluminum, sensitized with a coating of bichromated albumen; the print developed with water like a line-block print, and printed off as a lithograph.

As an alternative method, the negative may be printed on to a gelatin paper sensitized with bichromate, and after the usual process of inking and development, the image may be transferred from the surface of the gelatin to a lithographic stone.

Half-tone negatives made by means of cross-line or grain screens, as well as transfers from collotype plates, are also used, and sometimes ordinary continuous-tone negatives are treated in various ways to secure a grained result suitable for lithographic printing, or the printing surface only, from negatives having no grain, may be so prepared as to yield a grained result.

Collotype.

This is a surface process somewhat analogous to lithography, inasmuch as it depends upon the mutually repellant use of grease and water. The difference consists in the material employed. A surface of bichromated gelatin is used instead of stone, and the design is put upon the surface by means of a photographic negative instead of being drawn by hand.

A thick glass plate is ground on the surface, and coated with a solution of gelatin containing a bichromate, then dried at a certain temperature in the dark. When dry the film is sensitive to light; that is to say, wherever light acts upon it, it will become more or less insoluble and refuse to absorb water, while where the light is prevented from access the film remains absorbent of water. Advantage is taken of this property to expose the bichromated film under a photographic negative containing the design which it is desired to reproduce. The action of light is correspondingly regulated according to the opacity of the various parts of the negative. After sufficient exposure, the plate is placed in water, when the gelatin will refuse to absorb water in exact proportion as it has been affected by the light. After drying, and placing in a printing-press, the plate is damped with a solution of glycerin and water, and the roller charged with a greasy ink passed over the surface. The film takes ink in proportion to the insolubility produced by light, and if paper is laid on and pressure applied, a collotype print will be the result.— *London County Council Report.*

Written for THE INLAND PRINTER.

SOME INCONSISTENCIES IN BOOKBINDING.

BY JOHN J. PLEGER,

Foreman of Binding, Bureau of Printing, Manila, Philippine Islands.

IN the one hundred and sixty-three replies received to a letter of the Congressional Committee on Printing to librarians throughout the United States requesting their preference for style of binding for congressional documents and reports (taking into account durability, utility, and popular favor, disregarding entirely the element of cost), seventy selected buckram; twenty-five, cloth; twenty, linen duck; nineteen, canvas; eighteen, half russia; and eleven, sheep. As the majority preferred full cloth or buckram to full sheep or half russia, and as the following statements were made, it is evident that a considerable number of librarians have but a limited knowledge of bookbinding:

"No leather of recent manufacture, except the most expensive morocco, is fit for bookbinding. I trust that the time will soon come when the National Government will quit the use of leather in bookbinding."

"No. 1 sheep is by far the most objectionable style of binding. Books bound in this material are becoming disintegrated. They constantly deposit fine powder on the shelves."

"Sheep is useless, and is being generally discarded by publishers who are abreast with the best methods. It would be a pity to have the Government continue to use an antiquated, not durable, method, especially as it is a very expensive one."

"I do not think of anything published by the Government for which I should recommend sheep."

"My preference is for buckram. One effect of time has been the crumbling away of the sheep bindings in such a manner as to leave very much of the binding on the hands and clothing when handling."

"I should specify the polished buckram, but no leathers."

"Our sheep bindings are rotting; would much appreciate a change."

"If buckram and cloth could be made uniform in appearance, use both; prefer them to sheep or russia."

The librarian of the Colonial Library at The Hague, in discussing bindings received from various countries, said that the cheap cloth bindings from the United States were a national disgrace, yet popular russia (American cowhide) was favored by only eighteen of one hundred and sixty-three American librarians, although this leather is constantly used where durability is the prime requisite; in at least one library in the United States there are books bound in 1879 with American cowhide which are in a good state of preservation. Full sheep seemed to have been hopelessly outclassed, but there are volumes in San Francisco bound in sheepskin, or "medical sheep," in 1842-1856 which have been subjected to the usual conditions and usages of a public library and still show neither breaks at the joints nor other signs of dissolution or decay.

In the endeavor to cheapen production, all styles of leather bindings have undergone so many labor-saving devices that the librarians pass judgment on russia when it is, in reality, buffing, on bark skiver instead of sheep, on grained roan or bock instead of morocco, on seal grain cowhide instead of levant morocco, etc., and libraries are full of decayed bindings due to such substitutions.

There is no doubt that the returns on leather bindings were not caused altogether by the rapid decay of the leather, but that the method of binding had much to do with the unfavorable comments. While bookbinders may discourage the use of a case book instead of a laced-in book, as the use of the former means more machinework and less work for the journeymen, still it is true that the latter style excels that of the case book in point of durability, as the signatures are sewed on twine, commonly called sunken bands, and the ends are laced in the boards. In a case book the sewing has no connection with the boards except by being pasted to the end-sheets. Since the invention of sewing-machines, case books have increased and laced-in books decreased and, in the majority of cases, twine or tape has been eliminated because of the additional labor. To give the required appearance for library style, a substitute for lacing has been adopted; the most popular way is to glue a piece of super to the convexed back to which the boards are tipped. To produce a book consistent in all its parts, the merits of a laced-in book when contrasted with such methods will hardly be disputed. A machine-sewed book can be sewed to permit the boards being laced to the volume by sawing the signatures between the stitches, then drawing the soft twine through the sawing after the signatures have been sewed and the books cut apart. Or, better still, the signature may be sewed to linen tapes, the ends pasted between the two thicknesses of boards, and then forwarded like a laced-in book.

The Government Printing Office at Washington, in its endeavor to cheapen production, tips the projecting ends of the tapes to the boards and covers the joints with paper, eliminates the bands and pastes the titles on the back of cover. Titles stamped on thin skiver and pasted on the backs of leather-bound volumes should not be tolerated. A consistent leather-bound book has a title stamped on the leather and bands to protect the lettering when the book is in use.

The back lining, or loose back, is usually made in the least possible time and little attention paid to the necessity of the lining sticking to the convex back. Some forwarders in the hurly-burly of the every-day shop rub the back lining with the palm of the hand, eliminating the folder. The constant opening of the book demands that the back lining be of a strong, thin material, well glued to the convex back. As a general thing, the joints of a laced-in book get the least attention, notwithstanding that there is more wear on the joints than on any other part of a book. A visit to any library reveals books bound in leather (sometimes genuine morocco) case-book style, the joints covered with paper — an inconsistency which is readily apparent. The character of the book should determine the style of binding. A case book will suffice where a permanent cover is unnecessary. Where permanency is desired, the boards should be attached to the sewing, which should last as long as the covering, and the joints should not be covered with paper, but with cloth or leather, and sewed to the outer sections of the book. Why cover a book with expensive leather embellished in gold when the joints will crack long before the outside of the book shows any wear?

The following excerpt is from an article by Henry Gibbs in the *American Printer:*

"The business of printing has been tremendously improved of late, in business method, and in quality of product, but the Government Printing Office has been stationary, if it has not retrograded.

"This great plant, owned by the people of the United States, might well be the arbiter of printing and binding

style. It should be the testing ground for all new and promising processes in printing and binding, and its report upon a new machine or a new method ought to have final authority. It ought to supply all other printers and bookbinders with forms and specifications for all grades and all varieties of books, etc. It ought to be the fountain-head for all practical and artistic information about the art and business of printing and binding.

"The Government Printing Office might be of the utmost value to the printing and binding craft of America. That it is not is a national reproach."

The principal enemies of Congressional documents and reports are cockroaches, and the full cloth or buckram, in which most of the documents, on recommendation of the Congressional Printing Committee, are bound, is especially attractive to them. The Government Printing Office, in consequence of the experiments conducted by the Bureau of Standards, concluded that certain buckrams were immune from attack, to which Public Printer Donnelly gave the endorsement, "One of the strongest guaranties which accompany this material is that it is positively bug-proof, which is an important factor in material for use in this country and undoubtedly would be of greater superiority for use in the Philippine Islands."

The closing section of the 46-page memoranda issued by the Congressional Printing Committee to justify its action regarding the change of binding material follows:

"After full discussion of the reports of the Bureau of Standards and the Librarian of Congress, and examination of the samples of book-cloths submitted, the sample marked '666' was unanimously selected."

It would appear that the Director of the Bureau of Standards and the Assistant Physicist, by reason of the unanimous selection of "666" buckram as a substitute for sheep, stamped that material immune from attack of insects and croton bugs.

These covering materials, which are said to be immune in the United States, were found to be appetizing to cockroaches in the Philippines, of which there are at least two kinds, *Rhyparobia maderae* and *Periplaneta americana*. It was thought that the albumen or gelatin size, which is used by stampers to affix the gold or metal leaf, attracted these bugs to book-cloth and buckram covers, but this theory proved erroneous, as these materials were readily attacked when there was no application of sizing. It was then thought that the glue and paste were responsible, but this likewise proved erroneous, and the conclusion has been reached that these bugs find the coloring substance nutritious.

During the past three years, thousands of bound volumes have been sent over the world by the Insular Government, in which coupons were inserted requesting information as to whether or not the covers were attacked by insects or croton bugs. On these books was used a varnish said to have been recommended by a commission appointed by the British Government, composed of 2 ounces dammar resin, 2 ounces mastic, 1 ounce Canada balsam, ½ ounce creosote, 20 liquid ounces spirits of wine; and one prepared from a formula of the Bureau of Science of the Philippine Islands, containing 400 grains bleached shellac, 160 grains white resin, 8 grains bichlorid of mercury, salicylic acid, or tymol, 8,000 grains chemically clear alcohol (ninety-six per cent or stronger). The Governor-General of Mozambique, Portuguese, East Africa, made the statement regarding books varnished with the second preparation that "cockroaches, which abound in this country, gnawed a greater part of the binding in ten days." This varnish was issued with the caution, "Do not get on the hands during use or it is apt to cause eruptions." Any preparation which is strong enough to cause eruptions and to kill the bugs, which it has not prevented from attacking the material, is dangerous to use on books, as it can be easily transmitted to the eyes, and as the returns indicate that varnish does not give immunity, none should be used.

The Bureau of Printing in its endeavor to find a substitute for cloth which would be free from attack has been reasonably successful, as it was demonstrated that certain colors of fabrikoid, pluviusin, and texoderm were immune; these materials are said to be water and stain proof, which enhances their value. Owing to the limited number of colors on hand, a positive statement regarding all colors can not be made. Each experiment was made with from sixty to one hundred and seventy-five cockroaches in screened boxes, with only water for sustenance, and was severe, as only one color or material was tested at one time. The material was prepared in the regular way required by stampers to affix the gold or metal leaf, and later washed off, as albumen, gelatin, shellac, or any preparation to affix the stamping material is attractive to the roach, and it was thought best to remove all temptations. The roaches perished in about ten days without attacking the material. The results of such experiments should be of great value, as an analysis of the colors found to be immune will probably suggest the method of making fabrics which are free from attack, for no book-cloth or buckram should be used as a covering material for tropical countries unless it is safe from destruction by croton bugs.

Questions vital to bookbinding should be decided by men qualified to pass upon the merits of the issue, and but few librarians know that leather contains volatile oil necessary for its preservation and that vaselin rubbed into the pores of the leather with absorbent cotton once every six months or even once a year will preserve it and prolong the life of the binding. A caretaker of books should not pass upon or give advice on binding unless he has a practical knowledge of the art. The average printer is not as well prepared as the librarian to pass upon such matters and, since the law requires that the Public Printer must have a practical knowledge of bookbinding, it would be well for the bookbinders to protest against the appointment of any man whose qualifications do not come within the meaning of the law.

Could the craftsmen of the sixteenth to the nineteenth centuries see the present decadence of the bookbinding art, which in their time was on a par with painting and sculpture, they would view with horror its prostitution, and the lowering of the standard may be largely attributed to the lethargy of the bookbinders in permitting without protest the selection of men who have no knowledge of binding material and are unable to distinguish between genuine and imitation leathers to determine the styles of binding. It seems pertinent at this time to suggest to the Congressional Committee on Printing the appointment of a committee composed of bookbinders, who, by reason of their technical training and their familiarity with binding materials and the extent to which imitations are used, would render valuable service to the libraries of the country and to the book-loving public.

RIGID.

"What's the trouble?" inquired the judge.

"This lady lawyer wants to make a motion," explained the clerk, "but her gown is too tight."—*Kansas City Journal.*

Book Review

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

UNDER the title of "Monographs of the Book Trade," the *Deutscher Buchgewerbeverein*, of Leipsig, Germany, is publishing a series of small volumes, of which we have received Volumes III and IV. The former deals with the setting of chemical and mathematical forms, and is by W. Hellwig, Leipsig. It contains about fifty pages, and is paper-covered. The price is 15 cents. Volume IV treats of the composition of the title-page, and is an interesting exposition by Reinbold Bammes, of Munich. It contains about one hundred pages, with thirty-five full-page illustrations, and is also paper-covered. The price is 25 cents.

THE PHOTOGRAPHIC ANNUAL, INCORPORATING THE FIGURES, FACTS AND FORMULAE OF PHOTOGRAPHY, 1911-12. Paper, 294 pages; price, 50 cents. New York: Tennant & Ward.

This annual, edited by Arthur D. Godbold, editor of the *Photographic Monthly*, is in its seventh edition and fourth year of publication. Within its covers there is collected a vast amount of information arranged and classified for ready reference. Chapters on photomechanical processes, collotype, photolithography, are rich in formulæ and trouble remedies. The numerous illustrations are beautiful and instructive.

PHOTOGRAPHING FLOWERS AND TREES AND THE USE OF NATURAL FORMS IN DECORATIVE PHOTOGRAPHY. By J. Horace McFarland. New York: Tennant & Ward. Paper, 94 pages; price, 50 cents.

The practical advantages of this little work are many. It is full of suggestion. Mr. McFarland always goes directly to the heart of a subject. The clarity and simplicity of his explanations, and the beauty and practical nature of the illustrations, give this little work singular interest and value, particularly to printers who interest themselves in photography.

A New Book on Illustrating.

In "Simplified Illustrating" Charles Hope Provost presents a self-instructing art course, with a study plan and many examples in illustration. The book treats of pen and brush drawings, perspective, advertising display, lettering, fashion drawing and many other details. It consists of nearly one hundred pages, and is nicely bound with paper sides and cloth back. The price is $2.

A Pocket Medical Dictionary.

The sixth edition of the Pocket Medical Dictionary by George M. Gould, A. M., M. D., published by P. Blakiston's Son & Co., Philadelphia, has been received. This work gives the pronunciation and definition of the principal words used in medicine and the collateral sciences, including very complete tables of the arteries, muscles, nerves, bacteria, bacilli, micrococci, spirilla, and thermometric scales, and a new dose-list of drugs and their preparations, in both the English and metric systems of weights and measures, based upon the eighth revision of the U. S. Pharmacopœia, also a veterinary dose-table.

The dictionary contains thirty-four thousand words; has over one thousand pages, bound in flexible leather; printed on bible paper, gold edges. It is remarkably compact and informing, and an admirable specimen of workmanship throughout. It is especially valuable — apart from the medical profession, for whom it was primarily intended — for proofreaders generally. The price is $1. It can be had through The Inland Printer Company.

Molinari's Industrial Chemistry.

P. Blakiston's Son & Co., Philadelphia, announce that they will soon publish a translation of Molinari's "Industrial Chemistry," third edition, by T. H. Hope, of the University of Birmingham, and Dr. E. Feilmann, B. Sc., F. I. C., Ph. D. (London). This is a decidedly original work on an entirely new basis, and inaugurates an era in the teaching of chemistry by combining theory and practice in an ideal way. It has rapidly passed through two editions, and has had a very remarkable reception. Translations of this third edition are now being made into both German and Spanish.

The work will be issued in two volumes: Volume I — Inorganic, and Volume II — Organic, and will have upward of eight hundred illustrations. Octavo; about two thousand pages.

"The Practice of Journalism."

"The Practice of Journalism" is the title of a book recently issued from the press of the E. W. Stephens Publishing Company, Columbia, Missouri. The authors are Walter Williams, dean of the School of Journalism, and Frank L. Martin, assistant professor of journalism, at the University of Missouri. Dean Williams has been actively engaged in newspaper work in Missouri many years and is widely known throughout the country as editor, lecturer, and author. Mr. Martin, before becoming a teacher at the University of Missouri, was connected with the Kansas City *Star*.

The volume deals chiefly with the practical side of newspaper work and is designed as a text-book for schools of journalism now being organized in many of the larger colleges and universities, as a useful book for those engaged in the profession, and as a book of interest to the general reader. It covers a wide field, with special attention to the work and methods of the editor and reporter, both in country and metropolitan journalism.

"The Practice of Journalism" is the first book ever published on journalism that is designed to be of service to instructors and students in the teaching of the profession. The growth of schools of journalism in recent years has brought about a demand for such a volume. The few books

that have been written on the subject treat only individual phases of the profession. In general this new work treats of newspapers of every class, their fields and organization; the Sunday newspaper, the business and printing departments, the preparation and writing of editorials, and the gathering, writing and handling of news. Technical style has been avoided as far as possible, with a view of furnishing a book useful to beginners and others.

The volume is bound in cloth and may be procured from the E. W. Stephens Publishing Company, Columbia, Missouri. The price is $2 postpaid.

"Hints and Wrinkles."

H. Whetton is the author of an 80-page book entitled "Hints and Wrinkles," recently published by Raithby, Lawrence & Co., Limited, London, England. The work is a compilation of information selected from the pages of the *British Printer* and carefully revised. It covers a wide range of subjects pertaining to practical work in printing establishments, and is intended for use as a ready reference in dealing with every-day and special difficulties arising in different departments.

Directory of Book Publishers.

The *Publishers' Weekly*, 298 Broadway, New York city, has issued a "Directory of Publishers" of the United States. It includes the names of all publishers of books issued since January 1, 1908, to December 31, 1910, according to its title-page, and a subheading indicates that names of printers and authors are given where books have not been issued by regular publishers. The arrangement is not according to States and towns, but in a continuous alphabetical list of publishers, printers and authors. Price, $1.

A Notable Year-book.

Year-books and specimen-books, almost without number, have from time to time been issued by printers and others interested in the graphic arts, but it has remained for the Plimpton Press, of Norwood, Massachusetts, to set a new standard in books of this character.

And in the "Year-book of the Plimpton Press," as the volume is called, is the new standard established. Although prepared for the purpose of assisting those engaged in the making of books in their every-day experiences — particularly with the Plimpton Press — it is intended to be of general interest as an exhibit of types and typography, paper and presswork, designing, book-cloths, and binding. And it accomplishes the purpose for which it was designed. Its wealth of specimens, including book-covers — not reproduction, but the actual covers, tipped on insert sheets — title-pages, text-pages, etc., gives one a comprehensive view of modern book-design.

The text also is especially interesting. The leading feature is an essay by William Dana Orcutt, on "The Quest of the Book Beautiful," in which he treats entertainingly of the periods of the supremacy of various nations in the art of bookmaking. Following this comes an interesting argument for "complete manufacture" — the handling of the book from conception to completion under one head — as a means of giving to the modern book that unity which made the earlier volumes so desirable, and demonstrating that the Plimpton Press, with its departments devoted to every detail, and its daily capacity of between twenty-five and thirty thousand bound volumes, is fully equipped to render this "complete manufacture" service.

The "Year-book" contains a comparative list of variable spellings, a glossary, extensive showings of type-faces, initials, ornaments, etc., and a style manual of the Plimpton Press, the latter giving much information of value to all who have to do with the graphic arts.

On pages 4 and 5 of the typographical insert, in the November issue, were shown reproductions in colors of a number of the pages of the "Year-book." These pages, with their wide variety of design, furnish an interesting study, and one can not fail to note in them the evidence of high-class bookmaking.

Owing to the expense of producing the volume it is not practicable to make complimentary distribution except to those directly associated with the manufacturing interests of the publishing houses with whom the Plimpton Press has business relations. A limited number will, however, be supplied at $3 net, upon application to THE INLAND PRINTER.

A Much-needed Book.

Robert W. Ransom, of the Chicago *Record-Herald* editorial staff, has written a little book which, while only intended as a guide for that newspaper's staff, should receive a welcome in editorial and proof rooms everywhere. It is entitled "Hints and Don'ts for Writers and Copy-readers," covering principally the subjects of syntax, diction and style. Also it gives some expert advice on the construction of "leads" and "stories," and the writing of "heads." The foreword is a simple statement by Henry Barrett Chamberlin, the *Record-Herald's* managing editor, in which he says:

"Making its appeal especially to cultured readers the Chicago *Record-Herald* should be an example of good English. This it can be without being dull or pedantic. A great newspaper also may be a model of style. As a step in this direction, and at my invitation, Mr. Robert W. Ransom, of the Chicago *Record-Herald*, has compiled the following hints and don'ts, suggested by frequent lapses in grammar and by faults of diction and style. To these have been added certain 'dangerous' expressions and some useful reminders to copyreaders. The enumeration of newspaper errors, while incomplete, includes most of those which have grown up in recent years, as well as some 'old offenders' which persist to-day. Compliance with the instructions which follow is expected and will be required."

As an example of Mr. Ransom's notations concerning errors made in diction, the following is given:

"Worth — Don't use it to denote a person's fortune or estate, as in: 'John Jones is worth $50,000.' John Jones may have property valued at $50,000, or may leave an estate estimated to be worth that amount, but what he is worth is known only to the Recording Angel."

The copy forwarded to THE INLAND PRINTER for review has been placed in a spot in our library where it will be easy of access, for we expect to refer to it frequently in the future.

SEEING THE EQUATOR.

A lady who was about to start on a trip to the southern part of the world was advised to be sure to look for the equator. On board the vessel, she approached the captain and told him she would be greatly obliged if he would point out the equator to her. After a while he told her they were drawing near, and gave her the use of his telescope. Pulling a hair out, he held it in front of the telescope and said to the lady, "There is the equator. Can you see it?"

"Oh, yes, yes," said she, excitedly, "and there's a camel on it!" — *Harper's Weekly.*

"Kinks"

There is always a best way to do a thing if it be but to boil an egg.— *Emerson.*

This department is designed to record methods of shortening labor and of overcoming difficult problems in printing. The methods used by printers to accomplish any piece of work recorded here are open to discussion. Contributions are solicited.

Showing Stock Cuts.

A South Dakota printer writes: "Once or twice a year I take a stock-cut catalogue and go out among my customers — and they include every business man in town, irrespective of political party ties — and show them the different cuts made for special lines. I seldom leave them without an order for a few, and they pay for them, too. Last November I secured orders for over twenty dollars' worth of cuts from different business men in my town to use in their holiday advertisements, and I had my paper full to the brim with advertisements, printing eight pages all at home, and then I was crowded for room, and this in a town of not over seven hundred inhabitants." — *Barnhart Flyer.*

A Home-made Stapling-machine.

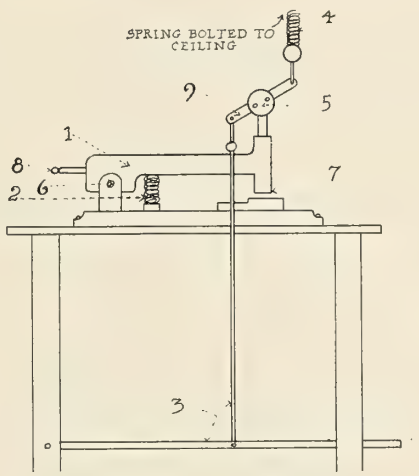
When I took over the *Gazette*, I found it a well-equipped country office — in fact one of the best I have seen for a weekly in western Canada. However, I had but a common hand-stapler, which almost drove me to some psychological institution, as I had a large job of pamphlet work to get out, and I saw about some weeks' steady plunging with the durability of my bare pelt as a back-stop. I took that old stapler out and looked cross-eyed at it for about fully twenty minutes of golden time, and then an idea finally filtered through my Scotch-Canadian cerebellum.

I went back of a blacksmith shop and (shades of Gutenberg!) I swiped a spring off a farmer's seeder, which was about an inch in diameter, and fully capable of standing any pedal strain I would give it. Next I got a small spring (perhaps a half-inch in diameter); this was much lighter. Then I got a bar about 1 inch thick and 6 inches long, and perhaps ¾ of an inch in width. Then I got a long rod, described as No. 3.

Having my old linotype machinist's kit handy, I bored two holes through the plunger-cap (No. 5), as well as two through the short driving-bar (9). After disassembling the plunger from the parent stapler, I riveted 5 and 9 together. Next I put the small spring (2) under the magazine-vise arrangement and rivetted it also to the base so that it would not fly out. It rested easily without being attached at the top. I attached rings on either end of the bar (9), and put heavy screws into the machine to hold it to the bench. Then I made a wooden treadle out of a 2 by 4 and, after boring holes to make a hinge-pivot at one end and a place to insert a bolt to hold the iron rod (3), I had my treadle ready for operations.

Then I placed the large spring (4) on one of these rings on bar (9), and the treadle-rod at the other. The spring (2) raised up the magazine-vise, and this made the stapler ready to take in the pamphlet. The foot on the treadle clinched the staples and the spring (4) brought it back into place again. I used to be able to do about 180 to 200 books an hour with two staples in them. Now I can take that same hand-stapler and do them as fast as I can feed them and bring down my foot, and it works like a charm.

My only trouble now is, I have to load it every time one



A HOME-MADE STAPLING-MACHINE.

(1) Staple magazine and vise. (2) Spring to raise vise jaw up after stapling. (3) Treadle and connecting rods to pull down plunger, 5. (4) Heavy spring to raise both plunger and vise jaw. (5) Plunger-cap. (6) Pin-connection joint on vise magazine. (7) Vise seat or anvil riveter. (8) Magazine staple ejector. (9) Driving-bar.

hundred staples are used up. I can, however, put up with this annoyance when I think of the sore hands I used to have — all for the price of stealing a seeder-spring. I used to have to take this same machine and lift up the stapler, shove in a book, rest the vise, hit the plunger, pull it up and get ready for another — not to say anything about swearing.

This is a deuce of a long tale, but if it can be used to benefit some of the lesser offices of the country I will be very glad, and know my training as an Inland Printer Technical School graduate was a success and a godsend to a humble scribe or printer in more than one instance.

A. Bell Bennett,
Editor and Proprietor, Gazette, Carnduff, Saskatchewan.

What's the use of producing if you are shy on salesmanship? The art of selling is to dispose of a product at a profit.— *Ben Franklin Monthly.*

Obituary

Capt. Warren L. Hinds.

Capt. Warren L. Hinds, a veteran of the Civil War, and superintendent of the Government Printing Office under Presidents Harrison, Cleveland, McKinley and Roosevelt, died at his residence in Washington, D. C., on October 18. Captain Hinds was born at Ithaca, New York, in 1843. He enlisted in the One Hundred and Forty-first Regiment, New York Volunteers, and served throughout the Civil War. For several years after the close of the war he was connected with the pension office, resigning from that position to associate himself with the late Governor Shepherd, of the District of Columbia, later withdrawing from service in the district government to become superintendent of the Government Printing Office. Captain Hinds was a member of the Grand Army of the Republic, Washington Centennial Lodge, No. 14, A. F. A. M., and Mount Vernon Chapter of Royal Arch Masons.

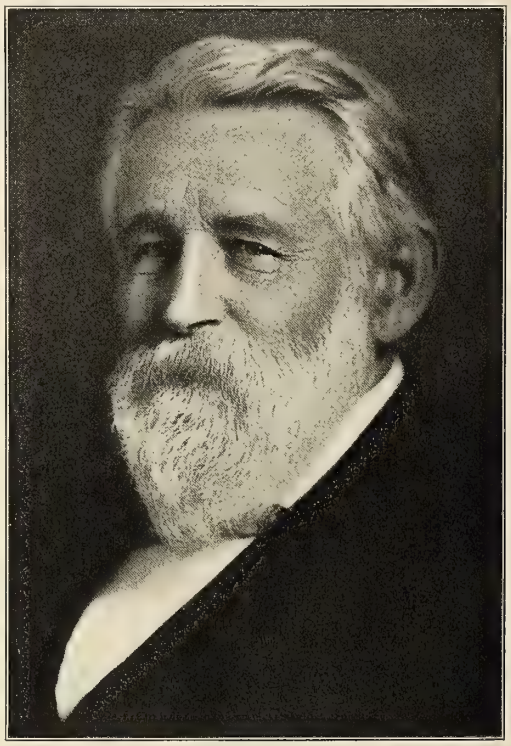
Joseph Pulitzer.

Joseph Pulitzer, who forty-seven years ago landed in New York city a penniless and friendless immigrant boy, unable to speak a word of English, but who later became one of America's greatest journalists, died on October 29, stricken with heart failure, while aboard his yacht, Liberty, in Charleston Harbor. It is related of young Pulitzer that shortly after the Civil War, in which he served as a dragoon in the First New York Cavalry, he was kicked out of the lobby of French's Hotel, in which he had sought refuge on a cold winter's night. Twenty-two years later he caused French's Hotel to be wiped off the face of the earth, to make way for the great newspaper building which is now the home of the New York *World*, owned and published by Mr. Pulitzer at the time of his death. The deceased editor was born April 10, 1847, in a little village near Budapest, Hungary, the son of Jewish parents. After arriving in America and serving through the war, he became acquainted with Dr. Emil Preetorius, one of the editors of the *Westliche Post*, of St. Louis. This acquaintanceship was formed through young Pulitzer's ability to play chess, and a close friendship sprang up between the two. Carl Schurz was also connected with the *Westliche Post*, and became interested in the youth, who was filled with an ambition to write. Pulitzer was, therefore, given an opportunity and started in as the whole reportorial staff and city editor combined, at a salary of $10 a week. But his energy was apparently unlimited and he wanted to write the editorials as well as the news, set type and run the presses. In a short time he became known among other reporters as " the most exasperatingly inquisitive cub they ever met."

Later Mr. Pulitzer was elected to the Missouri Legislature and was afterward made managing editor of the *Post* and police commissioner of St. Louis. He was one of the chief promoters of the Horace Greeley movement, stumping the Middle West during the campaign. In 1875 Mr. Pulitzer went to Washington, D. C., becoming a contributor of editorial dispatches to the New York *Sun* during the Hayes-Tilden contest. He returned to St. Louis in 1878 and bought the *Evening Dispatch* and the *Evening Post*, consolidating the two as the *Post-Dispatch*. This venture was a great success financially, and in 1883 he purchased the New York *World* from Jay Gould, paying for this property out of the earnings of the *Post-Dispatch*. In 1884 he was elected to Congress from the Ninth New York District, resigning soon afterward to devote his attention to the publication of his paper, which he had made one of the most enterprising and influential in America. Among Mr. Pulitzer's many benefactions is the School of Journalism of Columbia University, New York city. His endowments for this institution reach into the millions, and the keen interest he took in the work indicated his faith in such agencies for the betterment of American journalism.

Ephraim Adams.

Ephraim Adams, a direct descendant of John Quincy Adams, and one of America's oldest bookbinders, died at his home, in Arlington, Massachusetts, on October 27, aged



EPHRAIM ADAMS.

eighty-three. Mr. Adams was well known to the older citizens of Boston, and to many of the younger generation. At one time he was a lieutenant of the city's police department. During the Anthony Burns riot on Court square, in 1854, he served as lieutenant of the old Boston Artillery

Company. In 1867 he succeeded to the bookbinding business established by his brother under the firm name of Adams & White. Since that time he had been active in business until the time of his death, and had built up one of the largest bookbinding establishments in New England, the company having been incorporated two years ago, under the name Ephraim Adams & Co., with the veteran bookman as president. A worthy descendant of the famous John Quincy, he was a man of strong character, manly attributes and unsullied integrity.

Fernando Jones.

Fernando Jones, Chicago's oldest and best-known inhabitant, and who for a number of years was engaged in the newspaper business, died at his home on November 8, aged ninety-one years. Seventy-six years ago, when the present Chicago was not even dreamed of and when the Pottawattomie Indians were regular campers on the lake front, Fernando Jones took up his residence in the village which long before his death had been transformed into one of the world's largest cities. It was in the early part of his life that Mr. Jones took up newspaper work. Returning from the South, where he had gone to regain his health, he went to Jackson, Michigan, and engaged in editorial work on temperance and agricultural papers. While in Michigan he became associated in newspaper work with the late Wilbur F. Storey, who afterward became editor of the Chicago *Times*. When he returned to Chicago in 1853 he entered into the real-estate business in partnership with John D. Brown. At the time of the great fire in 1873 all public records of land abstracts were destroyed, and city authorities and capitalists had to rely entirely upon the abstracts furnished by Mr. Jones and two other real-estate dealers.

Mr. Jones had many friends among the old-time printers. When George W. Fergus and his brothers John and Benjamin, who conduct a small printing-office on Lake street, were told of his death, gloom was cast over the place, for he had been a regular visitor to his old friends' printery. "I guess we're all getting old," said the youngest of the brothers, "and it will seem all the more so, now that Fernando don't come up to call on us any more." These three old types of the earlier-day printer have many interesting relics in the quaint little shop, gifts of their dead comrade and beloved fellow citizen.

AMERICAN TRADE ABROAD.

An advertiser in THE INLAND PRINTER said laughingly, "We get a *blank* lot of answers to our advertisement in your paper — and we get them from all over the world. We can't use the foreign inquiries, however, as we do not try to reach the trade outside of the United States." This is the attitude of many manufacturers. The foreign market is a rich field. It should be cultivated. The United States consular service is doing good work in aiding manufacturers to place their products before the markets of the world. The Hon. Benjamin K. Focht, in a recent speech in Congress, said:

"And now an essential service in developing our foreign trade is about to be provided. Through the plan now adopted of equipping each American consulate with card-index files every manufacturer in the country is permitted to have a brief of his catalogue prepared on cards for classifying and filing in card-index files, in the various commercial languages of the world, without any cost or fee other than the cost of printing or preparing his cards for these files. It is now up to the manufacturer seeking a foreign market to take advantage of these great privileges. This plan of providing full information respecting every line of goods produced in America, in the language of the various countries, in such shape that every foreign buyer may have not only this full information at any American consulate, but such portion of it as his individual requirements demand, in his own office, at the cost of postage in mailing it to him, is the completion of an almost perfect system in developing our foreign trade. The facilities are all at hand; it is now not only the privilege but duty of every manufacturer to use it to his utmost capacity, for in developing foreign commerce it is true, as in all other efforts, combined and persistent action is what tells."

THE INLAND PRINTER reaches United States consulates in the principal printing centers. The foreign subscription list is steadily growing. The publication makes the world acquainted with the products of American printing materials and machinery manufacturers.

Our advertisers are solicited to read the notation from Congressman Focht's speech carefully, and then consider the opportunities open to them in the foreign market. THE INLAND PRINTER opens the door. It is for the manufacturer to walk in.

AS SEEN BY A NON-PRINTER.

We recently made request of a number of subscribers to contribute letters for publication in THE INLAND PRINTER, bearing on what they considered the most important question confronting printerdom. Among the number was the well-known paper house at Spokane — John W. Graham & Co.— and we are pleased to publish the reply of D. M. Woodward, of that concern, who declines to prepare a letter, on the ground that he is not a printer and would not presume to offer advice to practical men. The declination, however, contains such valuable advice that we are impelled to publish it:

The Inland Printer, Chicago:

GENTLEMEN,— Replying to yours of September 1, relative to writing for publication a letter on "What I Consider the Most Important Question Confronting the Printer," will say that I am not a printer and could not give advice to a man who knows, or should know, every detail of his work. My interest in THE INLAND PRINTER comes from the information I gather from answers to questions or to discussions relative to printing. In my opinion, the most important thing for any printer is to know the cost of his products and have the courage to refuse work that does not show a profit when completed. Whatever affects the printer reverts to the paper-dealer, and it is to be hoped that they will continue the good work of their cost congress until every one, whether he be printer or consumer, knows what it costs to produce work. Every printer should read one or more of the printers' magazines. Regretting that I am not in a position to add something of interest to THE INLAND PRINTER, and thanking you for the opportunity of assisting in your work, I am,

Yours truly, D. M. WOODWARD.

AULT & WIBORG CO. TO OPEN BRANCH AT ATLANTA.

The big ink manufacturer — The Ault & Wiborg Company—with headquarters at Cincinnati, Ohio, and branches in almost every part of the world — has made arrangements for opening a branch house at Atlanta, Georgia. George W. Luetzeler, who for many years has represented this well-known concern in the South and has a wide acquaintance with the southern trade, will have direct supervision of the Atlanta house, which is to be located at 127-129 Central avenue. Mr. Luetzeler will be assisted by Donald Woodward, a young man who has been identified with the Cincinnati headquarters for a number of years, and whose work has evidenced a promising future. The opening of the new branch is another indication of the rapid development and growth of business generally in the Southern States.

Business Notices

This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

PRICE OF PADDING GLUES REDUCED BY ROBERT R. BURRAGE.

Robert R. Burrage, Gold and Spruce streets, New York city, whose specialty in the manufacture of padding glues for all purposes has made his name synonymous with the product, announces that he has made a reduction in the price of padding glues. The new price-list will be furnished on request. Twenty years of practical experience is back of Mr. Burrage, whose motto is "A first-class product at the lowest possible price."

THE AMBART AUTOMATIC-RULING INK FOUNTAIN.

The old-fashioned ruling fountain — that ineffective, out-of-date makeshift for the paper-ruler, and probably the cause of more " cuss words " than any other thing he encounters in his work — seems to be about to pass into the



AMBART AUTOMATIC-RULING INK FOUNTAIN.

discard. For there is now a new and perfect fountain — one that has done away with all the objections of all the old fountains at one clean sweep.

The Ambart Automatic-ruling Ink Fountain, invented by a practical paper-ruler and perfected by a mechanical engineer, works on the well-known principle of capillary attraction. However, it works in a way that is entirely new in its application of that principle.

The Ambart is so designed that once carefully adjusted to the machine, it requires absolutely no further attention. Its action is entirely automatic. When the machine is stopped, or when the pen beam is raised, the flow of ink ceases; when the machine starts, the ink again commences to flow. This means that it is not necessary to shut off the fountain when the machine is stopped, and start it again when the ruling is continued. All this the Ambart does automatically.

Once set properly on the machine, all that is necessary to put the Ambart in operation is to connect the ink-pan to the flannel on the pen beam by means of a " feeder flannel." Fifteen seconds will suffice to put it in operation for any job. The use of the brush to apply the ink is entirely eliminated. The operator has all his time to attend to the paper and the pens. The lines are always uniform in weight. The reservoir holds enough ink for a full day's work on any ordinary ruling.

The Barrett-Cravens Company, 206 South Jefferson street, Chicago, who are marketing this very useful device, have tried it out thoroughly in Chicago, where it has proven a remarkable success. They guarantee it to work perfectly, and any dealer is authorized to sell it on ten days' trial. The Ambart fountain is for sale by all leading bookbinders' supply houses. The price is moderate — $3.75.

MORGANS & WILCOX MFG. CO.'S BIG STEEL FURNITURE.

As a time and labor saver in big blankwork, and in filling large open spaces in chases or press beds, the Big Steel Furniture is a surprise in its results of accuracy and dispatch. The new Enlarged Iron Furniture, working in connection with the Big Steel Furniture, saves many hours' presswork. Printers who study their costs will find much advantage by investing in these time-savers. See advertisement on page 358.

THE MIEHLE PRESS IN SOUTH AMERICA.

Mr. Sigmund Krausz, of the Miehle Printing Press & Manufacturing Company, of Chicago, has lately returned from an eight months' journey in Mexico, Costa Rica, Panama, Ecuador, Peru, Bolivia, Chile, Argentina, Uruguay, Paraguay, Brazil, Venezuela and Cuba, where he investigated the conditions of the printing business in general, visiting newspapers and job-printers and getting valuable information of a technical and graphic nature.

The trip was undertaken with a view of looking up Miehle Presses working in customers' shops in those territories, to renew old-established relations and to form new ones in the interest of his concern, which he found, aside from the manufacturers of newspaper rotary presses, the only American factory enjoying an enviable reputation as a quality producer in two-revolution flat-bed presses.

" It is no exaggeration," says Mr. Krausz, " when I say that there is hardly a printing establishment in all the countries I visited where the Miehle is not favorably known and spoken of, and when it comes to shops where they are in use I was made proud by the unstinted praise bestowed on

the economical performance, efficiency and durability of our presses.

"As an example I may quote six Miehle Presses of large size which have been working day and night for over six years in the big establishment of 'Zig-zag,' the most important publishing office in South America, which has printed its five magazines on these machines, during the period mentioned, without necessity for any repairs whatever and under continuous pressure of 2,000 to 2,200 impressions per hour.

"A similar testimony was given by the Compañia General de Fosforos, the largest printing-office in Buenos Aires,



SIGMUND KRAUSZ.

where several Miehles have also been employed since 1904; and the most practical proof of entire satisfaction has been given by our receiving last summer orders for four new machines from these two houses.

"I could quote similar instances from Mexico, Cuba and other Latin-American countries, but we are not given to blowing our own horn too much. On the other hand, I regret to state that American manufactures in general, with the exception of well-known indispensable specialties, such as agricultural machinery, typewriters, etc., are not looked upon with much favor on account of reluctance of our manufacturers to comply with South American business methods, faulty packing, and — what is most deplorable — shipping goods not in strict accordance with samples.

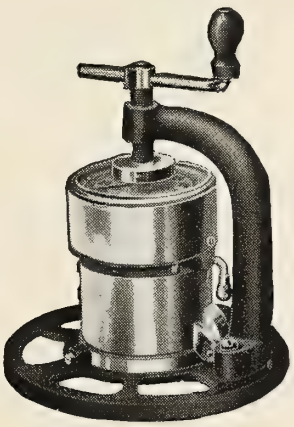
"As to the business of printing machinery in general, it is the Germans who have the upper hand at present, having crowded out the French, who at the opening of the market some thirty or forty years ago almost had a monopoly of it. British manufacturers sell here and there a few machines to English printing establishments, and some Italian presses are going to countries with large Italian population, such as Argentina and Brazil. Once in a while a Belgium machine is seen, too; but the bulk of presses, as I said before, comes from Germany.

"In this connection I must mention a fact, and that is that most of the foreign two-revolution presses which, with the advance of the graphic arts in South America, have been lately imported there, show more or less ill-designed attempts to imitate the bed motion and other features of the Miehle, which have made it the undisputed leader in modern flat-bed printing-presses.

"After all, imitation is the most sincere flattery."

THE EDDY PAPER-TESTER FOR PRINTERS.

The attention of printers is directed to a device which will prove to be of great value as a protection, inasmuch as it is a means of testing strength and other obscure qualities of paper. The color, finish, feel and other superficial conditions of paper are quite apparent to all, but the "body" or "substance" of paper, commonly called strength, is difficult to define unless one possesses the technical knowledge. With an Eddy Paper-tester samples of paper may be tested with accuracy, and the relative strength and density compared. The Eddy Paper-tester registers numerically the strength of the samples tested, so that if a sample is above or below normal it is made manifest at once. A printer



THE EDDY PAPER-TESTER.

may keep a set of standard samples for comparison so that he is in a position to match qualities and will be less likely to err in the selection of the best values. These machines are built on correct lines, and are carefully tested before being delivered. The price is within the means of all printers. Can any printer afford to be without an Eddy Paper-tester? For further particulars address the manufacturers — Dobler & Mudge, Baltimore, Maryland.

PEERLESS ALTERNATING-CURRENT POWER MOTORS.

In Bulletin No. 33, just issued, the Peerless Electric Company, Warren, Ohio, describes and illustrates with full detail the direct-current motors and generators of the Multipolar type manufactured by them.

An advance leaflet of the Peerless Alternating Current Power Motors accompanies the bulletin, announcing the company's 1912 line of small alternating-current motors. These motors are of the induction type, with rotating secondary member. Therefore they contain neither rotating wires, carbon brushes, nor commutator.

The literature of the Peerless Electric Company, dealing with the various phases of electrical drive, may be obtained on request.

THE CHALLENGE MACHINERY CO.—THREE GENERATIONS OF LEES.

The portraits here shown are commemorative of the seventy-second birthday of James L. Lee, the president of the Challenge Machinery Company, of Grand Haven, Michigan. Mr. Lee is a practical printer of the old school, having worked up from the "case" to positions of foreman and manager of leading Chicago shops, prior to the big Chicago fire in 1871. As a member of the firm of Shniedewend & Lee, away back in the early seventies, "Jimmie" Lee, as he was familiarly known, first became prominent as a



THREE GENERATIONS OF LEES — JAMES L. LEE, J. EDGAR LEE, J. WESLEY LEE.

manufacturer and dealer in printing machinery and printers' supplies. Although hale and hearty, Mr. Lee has practically retired from active business. The peaceful, everyday life amidst the tropical flower-gardens of his beautiful Pasadena (Cal.) home is a fitting reward to the many years of ceaseless toil and business worries.

J. Edgar Lee, representing the second generation in the picture, was born in Chicago in 1866, receiving his early education in the schools and colleges of that city. Entering the office of Shniedewend & Lee as an errand boy in 1882, he advanced step by step through all the departments of the business end. He then took up shopwork and mastered the underlying principles of proper machine construction and design. In 1893 the Challenge Machinery Company was organized with J. Edgar Lee as assistant manager. He has steadily gone ahead, now filling the position of treasurer and general manager. The healthy growth and splendid advancement of the company under his management speaks well for his foresight, judgment and experience.

J. Wesley Lee, the eighteen-year-old member of the group, gives every promise of making good the old saying, "Like father, like son." Although but a boy in years, he can talk "printing machinery" like an expert. If inborn genius and careful training count, J. Wesley will surely do his share toward keeping the name of Lee synonymous with high-grade printing machinery.

EDISON AND THE NEW EDUCATION.

"I hear you have a new idea about education. What is it?" our president inquired.

"I have," said Edison — "education by moving pictures. Teach the children everything, from mathematics to morality, by little dramas acted out before the camera, and reproduced in the schoolroom at a very low cost. Sort o' swing the education in on them so attractively that they'll *want* to go to school. You'll have to lick 'em to keep 'em away.

"Take geography. You know how hard it is to remember the dry details of geography from a book. We show a map with a mark pointing to some remote spot, say in Africa. Our men have been there with the camera. The picture-play shows the native village in the forest. It is early morning. The people awake, stroll out, cook breakfast, eat it, go about their work, picking rubber or cocoa, or whatever it may be. Then we show them in their games and dances. Do you suppose the boys and girls will remember that country and its customs and its products? Why, they've actually been there, through the camera.

"We've got men in Australia now, photographing the immense flocks of sheep on the ranges, the work and play of the shepherds, the washing of the sheep, the shearing, the washing of the wool, putting it in bales, freighting it down to the sea, loading it in ships. Then we'll show the ships unloading at the East India docks at London, the wool shipped to the factory, unloaded, scoured, carded, spun, dyed, woven, the cloth made up in bolts. Then the measuring, cutting, basting, fitting, sewing, finishing of garments, and at last the tailor putting the coat on the man — all in one series from the beginning in the Australian bush. Don't you think that will hold their attention?

"To put this within the reach of every school in the country," Edison remarked, "we've had to work down the moving-picture machine to the size that we can sell for about fifty dollars. Then we've brought down the film, which is ordinarily one thousand feet long, to about seventy-seven feet long. Look at those figures on the film, each 156-1000 of an inch in height! Pretty small, aren't they? You see, the drama runs down one side of the strip, comes back up the middle, and then finishes by running back again along the opposite side. So we really get 231 feet of picture or 77 feet of film. We'll rent a set of pictures to a school for eight dollars a week. That's pretty cheap, isn't it? You couldn't hire much of a teacher for eight dollars a week, could you? And then think of the saving — you won't need any truant officer. No, siree! Every little toddler in the district will just want to scoot to school!" — *William Inglis, in Harper's Weekly.*

DID YOU EVER?

Did you ever try to sell your goods in Germany?

Did you ever hear that Germany has a population of over sixty-five million?

Did you ever realize that these sixty-five million of people are great buyers?

Did you know that some of the biggest American firms are doing a rattling good business in Germany?

Did you ever stop to think that labor-saving machinery is eagerly bought in Germany?

Did you ever hear that American machinery has revolutionized several branches of German manufacture?

Did you ever know that the Germans are like the Athenians of old, always looking after something new?

Did you ever try to exploit the German market?

Did you know that the Germans are larger buyers of American machinery and American made goods than all other Europeans?

Did you ever hear of the American Association of Commerce and Trade, Berlin?

Did you ever hear that this association was organized primarily for the promotion of American trade with Germany?

If you have not heard of, nor done, any of these things, get busy at once!

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLVIII. DECEMBER, 1911. No. 3

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfill honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

W. H. BEERS, 40 St. John street, London, E. C., England.
JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Capetown and Johannesburg, South Africa.
A. OUDSHOORN, 179 rue de Paris, Charenton, France.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by Linotype or Monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING—A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER CO., Chicago.

PAPER PURCHASERS' GUIDE, by Edward Siebs. Contains list of all bond, flat, linen, ledger, cover, manila and writing papers carried in stock by Chicago dealers, with full and broken package prices. Every buyer of paper should have one. 25 cents. THE INLAND PRINTER COMPANY, Chicago.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

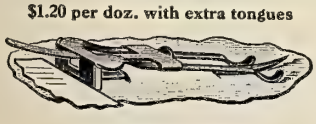
OFFICIAL NOTICE—In compliance with Section 30, Constitution and Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank books, receipts, blank applications, etc., as needed during the year 1912, are invited. Specifications and conditions will be furnished on application to J. C. Root, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. building, Omaha, Neb., and will be submitted at the first meeting in 1912 of the Sovereign Executive Council, it being understood that should any or all bids submitted be unsatisfactory, they may be rejected and proposals again invited. J. C. ROOT, JOHN T. YATES, SUPPLY COMMITTEE, SOVEREIGN CAMP, WOODMEN OF THE WORLD, Omaha, Neb., 25th of September, 1911.

FOR SALE—Job-printing office, fully equipped; inventory, $1,100; business established 3½ years; small work only; good location; an ideal plant. In wealthiest town, for its size, in the United States. One man able to do all office and shop work; owner averaged $109 monthly in 1910. Good opportunity for young, sober, able, energetic, all-around printer to earn $125 or more monthly. Make me an offer; down payment, balance monthly. Would prefer hustler with little money than all cash from a drinking or "has-been" printer. State experience, both jobwork and office, as I might prevent your possible failure by refusing offer. Owner retiring, but can coach the buyer for awhile. EDWIN SCHIMPF, Uniontown, Pa.

FOR SALE—Whole or half interest in the best-equipped printing plant in the South, doing a business of over $100,000 of highly profitable work per annum; possibilities unlimited; located in the most progressive city of over 100,000 people in the entire South; owner has other investments that require his attention; will inventory over $60,000—$25,000 cash, balance terms; the chance of a lifetime for a live wire; don't answer unless you can give references as to your ability and financial standing. N 543.

FOR SALE—The finest printing plant west of Chicago; located in a growing city of 400,000 inhabitants; have $45,000 worth of machinery and equipment nearly new; have a good line of customers, including several publications, and the plant is making money. Change in other business in which I am interested compels me to be out of the city most of the time, so I am willing to make a sacrifice to sell. N 568.

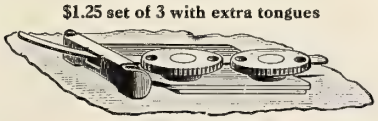
Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

FOR SALE — Country newspaper and job-printing business in Colorado town of about 600 population, 100 miles from Denver. The paper has been established 25 years and is enjoying good patronage. For particulars, address THE DENVER TYPE FOUNDRY, Denver, Colo.

INCREASE YOUR INCOME — Imitation typewritten letters offer large profits. Produced on any job press. Let me write them for your customers — you print them. HOWARD O'BRIEN, 907 Rector bldg., Chicago, Ill.

FOR SALE — Complete two-press job plant, 8 by 12 Gordon, 14 by 22 Universal, 30-inch cutter, stitcher, 100 fonts job and plenty body type. Inventories $2,400. Will sell for less than half. A bargain for cash. N 580.

AN OPPORTUNITY for a young man with business ability to acquire an interest in a well-established color-printing concern; very little capital required. H. SMITH, 2854 Cherokee st., St. Louis, Mo.

WANTED — Good office man that can invest $3,000 in stock in established Linotype-Monotype business; prefer man who has some knowledge of printing. N 180.

PUBLISH a magazine in your county. Write to-day for our ready prints. UNITED MAGAZINES PRESS, Main and Market, St. Louis, Mo.

Publishing.

$12,000 WILL BUY well-established monthly magazine in the field of mechanics. HARRIS-DIBBLE COMPANY, Masonic bldg., New York city.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs at any drug store about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

MULTIPLATE CUTS — Made by any one; a practical, simple process. Write for free trial offer. M. T. McKINLEY, Winona, Minn.

FOR SALE.

FOR SALE — Miehle two-revolution press, size 33 by 44; New Century press, size 43 by 56; Whitlock two-revolution, size 44 by 60; Whitlock two-revolution, size 32 by 47; all of above machines have been thoroughly rebuilt and refinished so that they work like new, and are good as new in every particular. Will be sold at low price and unusual terms, as little as $50 being accepted for the initial cash payment on some of the low-priced machines. Your name on postal card will bring illustrated and detailed description of rebuilt presses of every size and make. WM. L. PACKARD, Geneva, N. Y.

FOR SALE — 1 Seybold die-cutting machine, $400; 1 Seybold bench embossing machine, $120; 1 Rosback power crimping machine, $85; 1 Rosback 28-inch power perforator, $60; 1 Southworth power punching machine with several heads, 8 dies, 25 per cent discount; overhauled and guaranteed. RAYFIELD-DAHLY CO., 720-722 S. Clark st., Chicago, Ill.

FOR SALE CHEAP — One Cottrell two-revolution cylinder press, 35 by 52, four big form rollers, with vibrators, angle roller and plate distribution, rear delivery, tapeless, with air chamber. One R. Hoe & Co. cylinder press, with 21 by 23 inch chases, inside measurements. For further particulars, address THE PENNSYLVANIA SOAP CO., Lancaster, Pa.

LINOTYPE FOR SALE — Model 4, two-letter, with all its magazines, matrices and other accessories, in good condition. Has had little use. Only reason for disposing of Linotype, have replaced with additional Monotype. CHAPPLE PUBLISHING COMPANY, 944 Dorchester ave., Boston, Mass.

PRINTERS' INK SCALE — A chromatic scale for correctly estimating ink quantities by a practical pressman from actual records. Nothing like it published. Price, 25 cents. W. E. RADTKE, 320 Grand ave., Milwaukee, Wis.

FOR SALE — Scott drum cylinder press; two rollers; will take sheet 20 by 30; in excellent condition, no worn parts. High speed, 2,500 per hour. Fully equipped. GREELEY PRINTERY, of St. Louis, Mo.

FOR SALE — 65-inch Dexter feeder for Miehle press, $700; Lion Shniedewend extra-heavy proof press, 26 by 35 (cost $500), good as new. WANNER MACHINERY CO., 215-223 W. Congress st., Chicago.

ANTI-WASTE INK CANS AND EXPELLERS have now proven a success. Save 50 per cent of all job inks. A postal will bring full particulars. ANTI-WASTE CAN EXPELLER CO., Milwaukee, Wis.

FOR SALE — A Columbian 10 by 15 hand-lever press, fine condition; large assortment of type. New stand, cases, etc., all to be sold together. Bargain. Write CHARLES BROWN, Newton, Iowa.

LINOTYPES FOR SALE — One Model No. 1 and Model No. 3, complete, with motors, extra magazines, etc. SPRINGFIELD PRINTING & BINDING COMPANY, Springfield, Mass.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

MODEL 2 LINOTYPE FOR SALE — Complete, with two magazines, containing 10 and 11 point matrices. WALKER, EVANS & COGGSWELL, 5 Broad st., Charleston, N. C.

WILL SELL at reasonable prices: pony cylinder, two-revolution, 23 by 27; multigraph machine; 28-inch Rosback perforators. SHAW PRINTING HOUSE, Philadelphia, Pa.

FOR SALE — Cases, news and italic cases; in good condition; will sell cheap. THE H. O. SHEPARD CO., 632 Sherman st., Chicago, Ill.

LINOTYPES FOR SALE — Three Model 1 Linotypes. Address RICHMOND PRESS, INC., Governor and Ross sts., Richmond, Va.

HELP WANTED.

Artists.

ARTIST DESIGNER to take full charge of art department in a progressive establishment. Financial interest could be secured by thoroughly competent man. N 272.

Bookbinders.

WANTED IMMEDIATELY — Blank-book binder, must be good ruler and gold finisher, for a small bindery. State qualifications and wages in first letter. A. J. WIDMAN, Box 54, McGregor, Iowa.

Compositors.

ARTIST-PRINTER — Excellent opportunity for capable man desirous of securing interest in good, paying business; ability is desired rather than money; man who can plan artistic work and see that same is executed properly; plant invoices $12,000 and is doing better than $25,000 yearly, good, clean business; best of equipment; live city of 35,000 in Middle West. Open shop. N 589.

FIRST-CLASS, intelligent job compositor, with thorough knowledge of the production of high-grade, tasty typography in ad. and booklet work; one competent to act as assistant to foreman in proofreading, laying out work, etc.; good, permanent position for capable, experienced man; give full particulars. PRINTING ART, P. O. Box 216, Cincinnati, Ohio.

Estimators.

ESTIMATOR WANTED — A practical man may find situation if qualified to estimate on large or small work; exceptional ability and experience in taking orders for best grade of work, catalogue, college annuals, genealogical and history editions. New England house, with best of equipment. Must be absolutely temperate, reliable and diplomatic in dealing with customers. To right man a good salary. State age, experience, wage expected, references. N 597.

Foremen, Managers and Superintendents.

WANTED: A FIRST-CLASS SUPERINTENDENT — A man who is thoroughly experienced in the general book and job printing business, composing-room, pressroom, machine composition and binding; the plant is located in New England and is modern in every respect, up-to-date in its methods; the position will pay a fair salary to the right man who can make good; must be temperate, energetic, gentlemanly, must have good address and know the business thoroughly; give age, salary expected, references and all particulars. N 564.

APPLICATION IS INVITED for position as general superintendent or manager of large printing and binding plant in East, producing best class of work. Applicants must possess a first-class general knowledge of letterpress work, binding, compositions, half-tone work and know stock values. Good address, absolutely temperate, good correspondent, fair education, a hustler, but always a gentleman. Please state experience, where gained, age and salary expected to make good. No labor troubles, open office. N 596.

WANTED — A man who has a practical knowledge of printing and binding, familiar with cost system, buying and general clerical work; good correspondent, able to take contracts for the best class of book and catalogue work, also general jobwork; temperate, honest, good address, able to control himself and deal with men and customers right; good salary to right man; send references, age, experience and salary expected. N 563.

Inkmakers.

INKMAKER — Hustler, with good knowledge of flat-bed and rotary blacks, to take charge of black-ink millroom. The right man will have a permanent position at a good salary. Residence in New York city is essential. Apply by letter, giving full details as to experience, etc. N 574.

Operators and Machinists.

PERMANENT POSITION for competent, all-around linotype operator and make-up man; a splendid opening with a weekly farm paper for a competent young man who is looking for a steady position with advancement; country-office training preferred; give full explanation of experience; state salary wanted to start and give references in first letter; office located in Pennsylvania. F. H. NANCE, 1013 Oregon av., Cleveland, Ohio.



MAKE MONEY by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—*More Impressions* and *Better Work*. ***For Chandler & Price, Challenge, and all Gordon Presses.***

Get a descriptive circular from your dealer or send to us. **THE WAGNER MFG. CO., Scranton, Pa.**

Proofreaders.

PROOFREADER — Well-educated, practical printer, with thorough experience as proofreader; desire man who is also competent job compositor; good, permanent position for capable, reliable man; give full particulars. PROOFREADER, P. O. Box 216, Cincinnati, Ohio.

Salesmen.

WANTED — Old-established eastern ink and color house desires first-class salesman for the city of New York. One who has experience and who can command a certain amount of trade. Good, permanent position for the right man. State experience and salary required. N 151.

WELL-KNOWN MANUFACTURER of perforating and punching machines desires live traveling salesman; one having bookbinders' and printers' machinery experience; part salary, commission, or straight salary. N 570.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter, with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $4.

N. E. LINOTYPE SCHOOL, 7 Dix place, Boston, Mass. Six-machine plant, run solely as school; liberal hours, thorough instruction; our graduates succeed. Write for particulars before deciding.

SITUATIONS WANTED.

DO YOU WANT HELP FOR ANY DEPARTMENT? — The Inland Printer Employment Exchange has lists of available employees for all departments, which will be furnished free upon receipt of stamped, self-addressed envelope. THE INLAND PRINTER COMPANY, 632 Sherman st., Chicago.

Bookbinders.

ALL-AROUND BOOKBINDER open for position after December 5. Best of references. Northwest preferred. N 590.

WANTED — By practical ruler, finisher and forwarder, position as working foreman, small bindery. N 576.

Compositors.

COMPOSITOR — A-1, wants situation in first-class shop; west preferred; union. N 341.

WANTED — Situation by a compositor who is familiar with the most refined and artistic grades of printing; one who knows how; union. N 581.

COMMERCIAL PRINTER desires change after January 1; age 22, married, sober, union. PRINTER, 1220 North Quincy st., Topeka, Kan.

Engravers.

TWO FIRST-CLASS EMULSION OPERATORS, thoroughly familiar with all kinds of high-grade direct colorwork, desire to make a change. Address, giving particulars, M W 3759, HAASENSTEIN & VOGLER, A. G., Munich, Germany.

Estimators.

ESTIMATOR — Knows what a job is worth and has nerve enough to ask it; knows stock-laying, cost systems, efficiency. Can make good as manager. N 587.

Foremen, Managers and Superintendents.

SITUATION WANTED — By a thorough, practical, young printing superintendent of 15 years' experience in medium-sized and large cities; a thorough executive, competent of handling a large force of men. For last four years engaged in handling a large city daily newspaper with double-head issue. Can also superintend a large job office in connection with a daily newspaper. Nothing considered in city under 60,000 population; at present am employed on a large daily paper in the North, but desire a change. Can produce the goods if you can pay the money. Will go any place in the United States. N 594.

FOREMAN-SUPERINTENDENT — Practical printer, successful shop manager, hard worker, 4 years with present house as composing-room foreman and superintendent, 20 years' experience in high-grade catalogue, general book, blank-book and commercial printing, is open for engagement. N 583.

A YOUNG MAN in the printing industry for the past 7 years, familiar with detail, energetic and reliable, at present purchasing agent for a large manufacturing stationer; can estimate, a man who can grasp a situation and handle it — that's N 559.

WANTED — Situation as foreman or assistant foreman in an up-to-date printing-office doing a high-class line of work. Will be open for engagements January 1; union. N 582.

WANTED — Situation as manager of large printing plant. Request personal interview. Will call. Write to J. G., 508 W. Jefferson st., Louisville, Ky.

PRESSROOM FOREMAN — Executive ability, reliable, temperate, experienced on all grades of printing, desires position as foreman. N 234.

SUPERINTENDENT OR FOREMAN — Can handle men to best advantage; familiar with all classes of work; union. N 429.

Operators and Machinists.

LINOTYPE OPERATOR — If you are looking for a good, steady man, who is sober and industrious, one who has no use for liquor, and one who has had charge of a machine for nine years, also one who can furnish good references, and whose proofs are clean and is careful with the machine, let me hear from you; am employed on No. 5 machine. FLOYD A. THOMPSON, Honesdale, Pa.

MACHINIST-OPERATOR (with cash to purchase machines) would like to get in touch with responsible printing concern needing linotype composition; would install one or more machines anywhere in U. S. Address J. E. WALKUP, Madison, Ind.

LINOTYPE MACHINIST, who understands the composition business, wishes position with first-class book office; no operating. West preferred. N 176.

MACHINIST-OPERATOR — Capacity of machines guaranteed; want to change to small city; union; reliable. N 265.

Pressmen.

FIRST-CLASS HALF-TONE PRESSMAN, having ten years' experience on cylinder and platen presses, desires to make a change in the near future. Would consider a position on pony presses with people doing meritorious work. Character the best. N 573.

FOREMAN desires to take charge of letterpress and lithograph pressroom; practical man on 3 and 4 color process half-tone and color work, offset, single and 2-color rotaries; also automatic feeders. FOREMAN, 202 6th ave., Brooklyn, N. Y.

Rulers.

WANTED — Position by a first-class paper-ruler. N 565.

TYPE.

TYPE made from copper-alloy metal to standard line, popular faces, 30 cents per pound. Send for catalogue. MANLIUS PUB. CO., Fayetteville, N. Y.

WANTED TO PURCHASE.

WANTED — To lease, with privilege of purchase, a paying newspaper and job business by a thoroughly reliable and competent newspaper man and practical printer of many years' experience; prefer exclusive field. N 598.

BUSINESS DIRECTORY.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-12

Bookbinders' and Printers' Machinery.

DEXTER FOLDER COMPANY, Pearl River, N. Y. Folding machines, automatic feeders for presses, folders and ruling machines. 2-12

Bookbinders' Supplies.

SLADE, HIPP & MELOY, Incpd., 157 W. Lake st., Chicago. Also paper-box makers' supplies. 1-12

Calendar Manufacturers.

HEAVY EMBOSSED bas-relief calendars. America's classiest line. Black and white, three-color and hand-tinted. SMITH-HECHT CO., Indianapolis, Ind. 12-11

Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-12

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-12

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-12

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

Counters.

HART, R. A., Battle Creek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks. 5-12

LINO TABLER CHICAGO — NEW YORK LINO TABLER GUARANTEES LINOTYPERS 1/4 LOWER TABULAR COST $25

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-12

Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives United Printing Machinery Company, Boston-New York. 2-12

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-12

Embossers and Engravers—Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-12

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass steel, zinc; first-class workmanship. 7-12

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-12

Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue. 6-12

Gummed Papers.

JONES, SAMUEL, & CO., Waverly Park, N. J. Our specialty is Non-curling Gummed Paper. Stocks in every city. 2-12

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers. 5-12

Gummed Tape in Rolls and Rapid-sealing Machine.

JAMES D. McLAURIN & CO., INC., 127 White st., New York city. "Bull-dog" brand gummed tape. Every inch guaranteed to stick. 6-12

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-12

Job Presses.

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, $200-$600; Embosser, $300-$400; Pearl, $70-$214; Roll-feed Duplex, Triplex. 8-12

Machine Work.

CUMMINGS MACHINE COMPANY, 238 William st., New York. Estimates given on automatic machinery, bone-hardening, grinding and jobbing. Up-to-date plant; highest-grade work done with accuracy and despatch. 1-12

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 La Salle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-12

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC COMPANY, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-12

Paper Cutters.

DEXTER FOLDER CO., Pearl River, N. Y., manufacturers of automatic-clamp cutting machines that are powerful, durable and efficient. 2-12

GOLDING MFG. CO., Franklin, Mass. Lever, $130-$210; Power, $240-$600; Auto-clamp, $450-$600; Pearl, $40-$77; Card, $8-$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-12

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Photoengravers.

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-11

BLOMGREN BROTHERS & CO., 512 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

Photogravure Printing.

FOR CATALOGUES, souvenir books, tip-ons, fashions, bird's-eye views, inserts and all other purposes. U. S. PHOTOGRAVURE CO., 186 West 4th st., New York. 11-12

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-12

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-12

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-12

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-12

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Lsland City, New York. 10-12

Printers' Machinery.

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery? We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery; write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y.

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsyth st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-12

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.
ALLIED FIRMS:
Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md.

BUCKIE PRINTERS' ROLLER CO., 714 S. Clark st., Chicago; St. Louis, Detroit, St. Paul; printers' rollers and tablet composition. 6-12

MILWAUKEE PRINTERS' ROLLER CO., 372 Milwaukee st., Milwaukee, Wis. Printers' rollers and tablet composition. 1-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-12

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-12

Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-12

EVERYTHING for the printer. EMPIRE TYPE FOUNDRY, Buffalo, N. Y. Not in the trust. 1-12

Proof Presses for Photoengravers and Printers.

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-12

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only $5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, $1. HENRY KAHRS, 240 E. 33d st., New York city. 2-12

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-12

BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-12

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st. and 15 Elm st., New York. 11-12

Keep Up to Date

The printers who have built up big businesses and kept their trade are the fellows who have kept up with the procession. The demand of to-day is surely turning toward lustreless half-tone paper. Your customers, one by one, are going to require the soft, velvety effects of Cameo paper. Keep ahead of the procession. Give them the results they want before the other fellow "shows them."



CAMEO PLATE



COATED BOOK—White or Sepia

If you want to get the very best results with Cameo, note these few suggestions.

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book.

S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.



Solid Gold Matrix Stick-pin



Machinists and Operators who have pride in their calling are buying and wearing it.

Employers can make no more suitable or pleasing present to their employees.

Sent postpaid on receipt of **$2.00**

THE INLAND PRINTER CO.
632 Sherman Street, Chicago

"Roughing" for the Trade

We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color half-tone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

THE HENRY O. SHEPARD COMPANY
632 Sherman Street **CHICAGO**



RUBBER STAMPS

AND SUPPLIES FOR THE TRADE

YOUR customers will appreciate our prompt service.

Send for "Illustrated Catalogue and Trade Discounts"

The Barton Mfg. Co., 335 Broadway, N. Y.

CARBON BLACK

MADE BY

GODFREY L. CABOT, Boston, Mass.
940-941 Old South Building

ELF **ECLIPSE (PN)** **B. B. B.** **DIAMOND** **ACME**

Headquarters for Photo-Engravers' Supplies

Williams-Lloyd Machinery Co.

626 Federal Street, CHICAGO

Manufacturers of a Complete Line of

Electrotyping, Stereotyping and Photo-Engraving Machinery

We make a specialty of installing complete outfits. Estimates and specifications furnished on request. Send for Catalogue.

EASTERN REPRESENTATIVE
UNITED PRINTING MACHINERY COMPANY
246 Summer Street, BOSTON :: 12 Spruce Street, NEW YORK



Cast by Mold from Woodcut

ADJUSTABLE HAND TYPE MOLD

FOR CASTING SORTS

A convenience; a time and money saver without equal in any printing-office. No waiting for matrices to dry. Put the letter or small cut in the mold, pour hot metal in and you have a matrix instantly; then cast up any number of duplicates you desire from the matrix. Send me a letter, 6 to 72 point, and I will cast you sample matrix and duplicates. SEND FOR CIRCULAR

ARTHUR S. TAYLOR
63-65 Main Street **YONKERS, N. Y.**

Will Last a Lifetime

ALWAYS RELIABLE — LOW IN PRICE

REDINGTON COUNTERS

Price, $5.00 U. S. A.

ADDRESS YOUR DEALER OR WRITE DIRECT

F. B. REDINGTON COMPANY, CHICAGO



'A Run For Your Money'

GET OUT YOUR BUSINESS STATIONERY NOW AND WRITE:

"HERRICK,— Here's a quarter for the 4 HERRICK CUT BOOKS showing 400 good one and two color cuts for my blotters, folders, mailing cards, etc. If I don't like the books you're to send back my quarter."

ISN'T THAT FAIR?

Then send on your 25c.; you can take it off the first $3.50 order. The books will give you a lot of valuable advertising ideas.

THE HERRICK PRESS, 626 So. Michigan Ave., Chicago

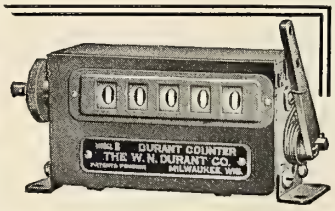
WE MAKE DRAWINGS OF ALL KINDS. WRITE US.

LIE? NO, SIR!!

DURANT COUNTERS

tell the truth. Reliable, sensitive, accurate, positive; furnish record unchallengable. Our job press attachments are equally dependable.

THE W. N. DURANT CO.
528 Market St. Milwaukee



Standard of the Government Printing Office

KEYBOARD PAPER

for the **MONOTYPE MACHINE**

COLONIAL COMPANY, Mechanic Falls, Me.

New York Office: 320 Fifth Avenue

Sell Your WASTE PAPER Direct to the Paper Mill

We are in the Market for PAPER STOCK

MARSEILLES WRAPPING PAPER COMPANY
MARSEILLES, ILL.

A Modern Monthly—
All About PAPER

The PAPER DEALER

PD

THE PAPER DEALER gives the wanted information on the general and technical subject of

Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. Has subscribers throughout 35 States. Also Canada and foreign countries.

THIS SPECIAL OFFER

Includes 1912 and 1913 at the very special rate of $1.50 instead of $2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

The PAPER DEALER

164 WEST WASHINGTON STREET, CHICAGO

Simplified Illustrating

A complete, authoritative, self-instructing text-book, explaining in clear, easily comprehended language the principles of modern newspaper, book and commercial illustrating; by CHARLES HOPE PROVOST

the well-known artist whose drawings have appeared in Harper's Magazine, Harper's Weekly, Life, Success, New York Herald, etc., etc. Mr. Provost has taught 5,000 students.



This volume contains, in addition to handsome duotone pictures by Mr. Provost, 40 charts (covering all of the scientific subjects connected with illustrating). The charts are accompanied by many practise sheets—specially prepared forms for technical practise with pen, pencil and brush. These latter, together with a helpful study-plan, make home study practical.

Without a teacher it is possible by the aid of **Simplified Illustrating** to gain a working knowledge of drawing for reproduction.

How to draw human figures, animals, landscapes, lettering and designs in pen-and-ink, water-color, etc., and how to combine these various subjects into effective drawings that will meet the requirements of publishers is explained.

The commercial aspect of illustrating is covered in a chapter which contains many hints of real value to those who must consider the financial side of the subject.

Simplified Illustrating is indispensable to those who seek to meet the large and rapidly increasing demand for meritorious drawings that will reproduce properly.

Price, $2.00 postpaid

M. R. PROVOST, Publisher, 28 Central Place, West Orange, N. J.

STEEL DIE ENGRAVING

FOR POWER AND HAND PRESSES

STEEL AND COPPER PLATE ENGRAVING
STEEL PROCESS PLATES
VIGNETTES
DESIGNING

ENGRAVERS EXCLUSIVELY

Geo. T. Rosendale & Co.
319-321 S. LA SALLE ST.
CHICAGO

Three Points *of* Superiority in

R. R. B. Padding Glue

Greater Strength Greater Flexibility Whiter

These are sufficient reasons why you should use it—there are lots of others.

I am making a very liberal trial order offer this month.

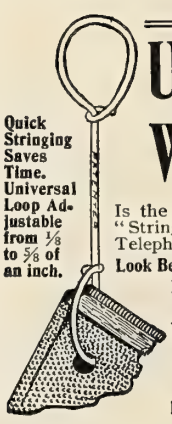
Write for particulars

ROBERT R. BURRAGE

83 Gold Street New York

The

Universal Wire Loop



Quick Stringing Saves Time. Universal Loop Adjustable from ⅛ to ⅝ of an inch.

Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.

Look Better and Won't Break or Wear Out!

Let us send sample and quote you prices.

WIRE LOOP MFG. CO.

(Successors to Universal Wire Loop Co.)

75 Shelby Street

DETROIT - - - - MICHIGAN



PATENTED

This cut illustrates one of the various sizes of hangers for books ¾ to 2 inches in thickness.

FOR PRINTERS

TARCOLIN TRADE MARK
REMOVES PRINTING INKS
SAVES INSURANCE TIME MONEY
NON-EXPLOSIVE
SEND FOR TARCOLIN BOOKLET
DELETE CHEMICAL CO
126 WILLIAM STREET, N.Y.

Best Detergent for cleaning and preserving Rollers.

COPPER AND ZINC PLATES

MACHINE GROUND AND POLISHED
CELEBRATED SATIN FINISH BRAND
FOR PHOTO-ENGRAVING AND ETCHING
MANUFACTURED BY
THE AMERICAN STEEL & COPPER PLATE CO.
116 NASSAU STREET, NEW YORK, N. Y.

Polished Copper
for Half-tone and Color Processes

Polished Zinc
for Line Etching, Half-tone and Ben Day Processes

Chemicals, Supplies and Equipment
for the Shop, Gallery and Artroom

National Steel and Copper Plate Co.
OFFICES AND STOCKROOMS
704-6 Pontiac Bldg., 542 S. Dearborn St., Chicago
1235 Tribune Bldg., City Hall Square, New York
214 Chestnut St. : : : St. Louis, Mo.
FACTORIES
1133-1143 West Lake Street : Chicago, Ill.
220-224 Taaffe Place : Brooklyn, New York

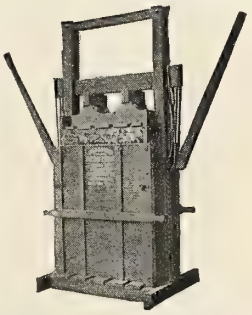
We cater to the Printing Trade in making the most up-to-date line of

Pencil and Pen Carbons
for any *Carbon Copy* work.
Also all Supplies for Printing Form Letters.
MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

METALS
Linotype, Monotype, Stereotype Special Mixtures
QUALITY
First, Last and All the Time.
E. W. Blatchford Co.
230 N. Clinton St. Chicago
5 Beekman St. New York

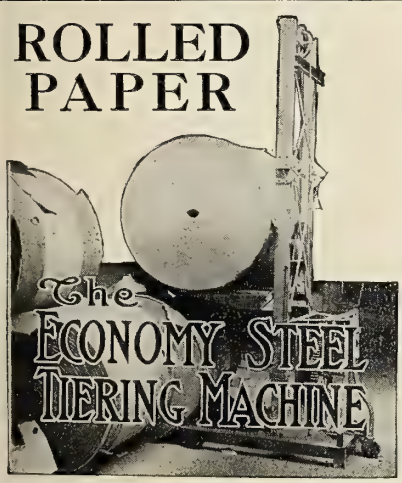
EMPIRE LINOTYPE SCHOOL
FRANK F. ARNOLD, MANAGER
419 FIRST AVE., (NEAR 24TH ST.) NEW YORK
SPECIAL FALL RATES
Write for booklet and dates of next openings

A SULLIVAN PRESS
will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 64-F*



SULLIVAN MACHINERY COMPANY
122 South Michigan Avenue, CHICAGO

ROLLED PAPER



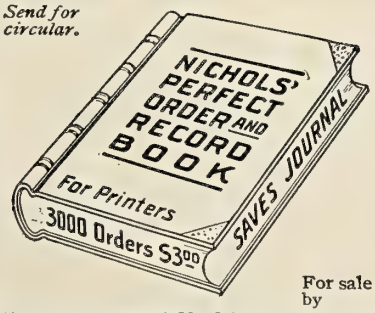
One of the Meanest Packages to Pile is a Roll.

Handled by one of these machines, however, the job is easy. And it will pile anything.

Economy Engineering Co.
415 S. Washtenaw Ave., Chicago, Ill.
FOREIGN AGTS.
Parsons Trading Co., New York.

Advertising BLOTTERS
with attractive pictures and ample space for advertising matter. Good margin of profit. Send for samples and prices.
U. S. Photogravure Co.
186 WEST FOURTH STREET
NEW YORK CITY

Send for circular.



For sale by
The INLAND PRINTER CO., Chicago and New York.

CONCERNING TYPE
A HANDBOOK FOR USERS OF PRINTING

64 pages—Flexible Cover—3 x 6 inches—a size and shape most convenient for pocket or desk use.

A CYCLOPEDIA
OF
EVERY-DAY INFORMATION
FOR THE
NON-PRINTER ADVERTISING MAN

Ever feel the lack of technical printing knowledge? **"Concerning Type"** tells all about type, how it is divided into text and display faces, explains the point system, shows eighteen kinds of type—each in seven sizes; contains valuable information about engravings, composition, proofreading, paper, presswork, binding, estimating, a complete dictionary of printing terms, and a hundred other things you should know—but probably don't. Endorsed by every one who knows a good thing when he sees it.

Price, 50 Cents, postpaid
THE INLAND PRINTER CO.
1729 TRIBUNE BLDG. NEW YORK
632 SHERMAN ST. CHICAGO

BOOKS AND UTILITIES

BOOKBINDING

Bookbinding — Paul N. Hasluck $0.54
Bookbinding and the Care of Books — Douglas Cockerell 1.35
Bookbinding for Amateurs — W. J. E. Crane 1.10
Manual of the Art of Bookbinding — J. B. Nicholson 2.35
The Art of Bookbinding — J. W. Zaehnsdorf 1.60

COMPOSING-ROOM

Art and Practice of Typography $5.00
Concerning Type — A. S. Carnell 50
Correct Composition — Theodore Low De Vinne 2.10
Design and Color in Printing — F. J. Trezise 1.00
Imposition, a Handbook for Printers — F. J. Trezise 1.00
Impressions of Modern Type Designs 25
Modern Book Composition — Theodore Low De Vinne 2.10
Plain Printing Types — Theodore Low De Vinne 2.10
The Practical Printer — H. G. Bishop 1.00
Printing — Charles Thomas Jacobi 2.60
Printing and Writing Materials — Adèle Millicent Smith 1.60
Specimen Books:
Bill-heads 25
Envelope Corner-cards 25
Letter-heads 50
Professional Cards and Tickets 25
Programs and Menus 50
Covers and Title-pages 75
Title-pages — Theodore Low De Vinne 2.10
Vest-pocket Manual of Printing 50

DRAWING AND ILLUSTRATION

A Handbook of Ornament — Franz Sales Meyer $3.75
A Handbook of Plant Form 2.60
Alphabets — A Handbook of Lettering — Edward F. Strange 1.60
Alphabets Old and New — Lewis F. Day 2.10
Decorative Designs — Paul N. Hasluck 54
Drawing for Reproduction — Charles G. Harper 2.35
Grammar of Lettering — Andrew W. Lyons 2.65
Human Figure — J. H. Vanderpoel 2.00
Lessons on Art — J. D. Harding 1.10
Lessons on Decorative Design — Frank G. Jackson 2.10
Lessons on Form — A. Blunck 3.15
Letters and Letter Construction — F. J. Trezise 2.00
Letters and Lettering — Frank Chouteau Brown 2.10
Line and Form — Walter Crane 2.35
The Principles of Design — E. A. Batchelder 3.00
Theory and Practice of Design — Frank G. Jackson 2.60

ELECTROTYPING AND STEREOTYPING

Electrotyping — C. S. Partridge $2.00
Partridge's Reference Handbook of Electrotyping and Stereotyping — C. S. Partridge 1.50
Stereotyping — C. S. Partridge 2.00

ESTIMATING AND ACCOUNTING

A Money-making System for the Employing Printer — Eden B. Stuart $1.00
Building and Advertising a Printing Business — H. H. Stalker 1.00
Campsie's Pocket Estimate Book — John W. Campsie 75
Challen's Labor-saving Records — Advertising, Subscription, Job Printers. 50 pages, flexible binding, $1; 100 pages, half roan, cloth sides, $2, and $1 extra for each additional 100 pages.
Cost Estimates for Employing Printers — David Ramaley $0.50
Cost of Printing — F. W. Baltes 1.50
Cost of Production 3.00
Fundamental Principles of Ascertaining Cost — J. Cliff Dando 10.00
Hints for Young Printers Under Eighty — W. A. Willard 50
How to Make Money in the Printing Business — Paul Nathan 3.20
Nichol's Perfect Order and Record Book, by express at expense of purchaser 3.00
Order Book and Record of Cost — H. G. Bishop, by express at expense of purchaser 3.00
Printers' Account Book, 200 pages, by express at expense of purchaser, $3.50; 400 pages, by express at expense of purchaser 5.00
Printer's Insurance Protective Inventory System — Brown 10.00
Starting a Printing-office — R. C. Mallette 1.60

LITHOGRAPHY

Handbook of Lithography — David Cumming $2.10
Lithographic Specimens 3.50
Metalography 2.00
Metal-plate Printing 2.00
Practical Lithography — Alfred Seymour 2.60

MACHINE COMPOSITION

A Pocket Companion for Linotype Operators and Machinists — S. Sandison $1.00
Correct Keyboard Fingering — John S. Thompson 50
Facsimile Linotype Keyboards 25
History of Composing Machines — John S. Thompson; cloth, $2.00; leather 3.00
Thaler Linotype Keyboard, by express at expense of purchaser 4.00
The Mechanism of the Linotype — John S. Thompson 2.00

MISCELLANEOUS

The Building of a Book — Frederick H. Hitchcock $2.20
Eight-hour-day Wage Scale — Arthur Duff 3.00
The Graphic Arts and Crafts Year-book (foreign postage 80c extra) 5.00
Inks, Their Composition and Manufacture — C. Ainsworth Mitchell and T. C. Hepworth 2.60
Manufacture of Ink — Sigmund Lehner 2.10
Manufacture of Paper — R. W. Sindall 2.10
Miller's Guide — John T. Miller 1.00
Modern Printing Inks — Alfred Seymour 2.10
Oil Colors and Printing Inks — L. E. Andes 2.60
Practical Papermaking — George Clapperton 2.60
Printer's Handbook of Trade Recipes — Charles Thomas Jacobi 1.85

NEWSPAPER WORK

Establishing a Newspaper — O. F. Byxbee $.50
Gaining a Circulation — Charles M. Krebs 50
Perfection Advertising Records 3.50
Practical Journalism — Edwin L. Shuman 1.35

PRESSWORK

A Concise Manual of Platen Presswork — F. W. Thomas $.25
American Manual of Presswork 4.00
Color Printer — John F. Earhart.
Modern Presswork — Fred W. Gage 2.00
New Overlay Knife, with Extra Blade 35
Extra Blades for same, each 05
Overlay Knife 25
Practical Guide to Embossing and Die Stamping 1.50
Stewart's Embossing Board, per dozen 1.00
Tympan Gauge Square 25

PROCESS ENGRAVING

A Treatise on Photogravure — Herbert Denison $2.25
Line Photoengraving — Wm. Gamble 3.50
Metal-plate Printing 2.00
Metalography — Chas. Harrap 2.00
Penrose's Process Year-book 2.50
Photoengraving — H. Jenkins; revised and enlarged by N. S. Amstutz 3.00
Photoengraving — Carl Schraubstadter, Jr 3.10
Photo-mechanical Processes — W. T. Wilkinson 2.10
Photo-trichromatic Printing — C. G. Zander 1.50
Prior's Automatic Photo Scale 2.00
Reducing Glasses 35
Three-color Photography — Arthur Freiherrn von Hubl 3.50

PROOFREADING

Bigelow's Handbook of Punctuation — Marshall T. Bigelow $.55
Culinary French 35
English Compound Words and Phrases — F. Horace Teall 2.60
Grammar Without a Master — William Cobbett 1.10
The Orthoepist — Alfred Ayres 1.35
Webster Dictionary (Vest-pocket) 50
Pens and Types — Benjamin Drew 1.35
Proofreading and Punctuation — Adèle Millicent Smith 1.10
Punctuation — F. Horace Teall 1.10
Stylebook of the Chicago Society of Proofreaders 30
The Art of Writing English — J. M. D. Meiklejohn, M.A. 1.60
The Verbalist — Alfred Ayres 1.35
Typographic Stylebook — W. B. McDermutt 50
Wilson's Treatise on Punctuation — John Wilson 1.10

Published or For Sale by

THE INLAND PRINTER COMPANY

624-632 Sherman St., CHICAGO — 1729 Tribune Building, NEW YORK

PAMPHLET GIVING CONTENTS OF EACH BOOK MAILED ON REQUEST

Fitted Youth for Stonework

¶ A fourth-year apprentice of Washington, D. C., tells an interesting experience in these words:

> "I have certainly learned a great deal more from the Course than I ever thought of learning. The lessons on imposition were of great help to me (as were all of them, but imposition was almost a stranger to me before taking the lessons). I received Lesson 35 on Saturday, and the following Monday when I went to work I was given a 20-page book to lock up (saddle-stitched), and, having read the lesson over a couple of times before going to work, had no trouble in laying the pages correctly."

This is merely one of the many instances when the last lesson received fitted the student for handling a certain class of work for the first time.

¶ Had it not been for the Course this young man would have hesitated, asked questions, felt humiliated, become discouraged, and "gone to pieces." Finally the job would have been botched and the novice convinced that he was not built for stonework.

The I. T. U. Course

sets the inexperienced man on his feet, and aids the accomplished compositor by demonstrating the principles that underlie typography.

¶ This course is given by correspondence, thus insuring each student receiving individual attention, and is sold for less than its actual cost because it is endowed by the International Typographical Union.

For Complete Information About This Course Drop a Postal to

The I. T. U. Commission

632 South Sherman Street, Chicago

Terms — $23 for cash, or $25 if paid in installments of $2 down and $1 a week till paid. The International Typographical Union gives a rebate or prize of $5 to each student who finishes the Course.

No Matter What Requirements

the printer will not go wrong by endorsing the use of MARQUETTE BOND to his customers.

The range of commercial utility and uniform satisfaction obtained supplies the printer with a bond that for purpose is without limit.

White and eight colors give ample opportunity to select the proper contrast or harmony as a basis of establishing a system throughout a factory, retail establishment — in fact,

MARQUETTE BOND

is especially adapted for all commercial office demands, and its lithographic and offset results can not be surpassed. For loose-leaf, invoices, letter-heads, statements, etc.

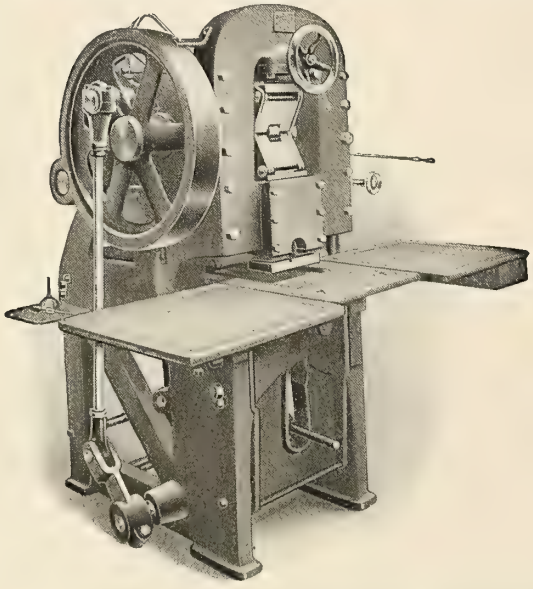
Our price for this thoroughly good bond stock will surprise you when you consider its high quality. If you have never examined our line, write us your request for samples (using your letter-head—this to avoid curiosity inquiries), which will be mailed to you free of charge.

We carry a full line in all sizes and weights, white and eight colors, for immediate shipment, including 22 x 34-20, also white and in eight colors.

SWIGART PAPER COMPANY

653-655 SOUTH FIFTH AVENUE, CHICAGO, ILL.

The Carver Automatic Die Presses



Are the best for registered work, steel-plate printing, box tops, calendars, checks, photo-mounts, and all commercial work.

They are the most economically operated and cost the least for repairs.

If you would know the real worth, inquire of users; especially where they are operated with other makes.

Our *Card Feeding Attachment* will interest you.

Our presses are manufactured in the following sizes:

4½ x 9 in.	2½ x 8 in.
3½ x 8 "	2½ x 4 "

C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

J. H. SCHROETER & BRO., Atlanta, Ga., Southern Agents.

THE COLOR REPRODUCTIONS EXHIBITED IN THIS ISSUE

ARE THE PRODUCT OF THE ZEESE-WILKINSON COMPANY,
213-217 EAST TWENTY-FOURTH STREET, NEW YORK CITY

THIS Company specializes in color reproductions in everything from two colors up. You should examine the high standard of our work, not only using this special series of inserts as a basis, but by sending to our New York office for a more varied line of samples.

OF SPECIAL INTEREST TO PRINTERS

The Zeese-Wilkinson Company is prepared to make plates for printers, including all necessary color proofs, enabling the printer to produce a high standard of excellence in the reproduction of a subject. This firm is also prepared to print any plates that are sent to it and orders of any magnitude or character will be quickly and faithfully executed.

The Company also maintains a special advisory department, whose services are at the disposal of prospective customers. It will consider any special proposition of a prospect. It will give estimates and co-operate in a manner which insures absolute satisfaction.

The Zeese-Wilkinson Company has built up an immense clientage among printers throughout the United States by printing specially colored work for them, and in no wise should it be considered as a competitor of printers, but as a co-worker with them.

Every employee is a specialist in his particular line or department. Printers or users of color-plate work should get in touch with this company and be informed of its co-operative plan of helping the printer with his high-class catalogue, booklet or special jobwork.

ZEESE-WILKINSON COMPANY

Specialists in Color-Plate Engraving and Printing

TELEPHONE: 5200 MADISON SQUARE

213-217 EAST TWENTY-FOURTH STREET NEW YORK CITY

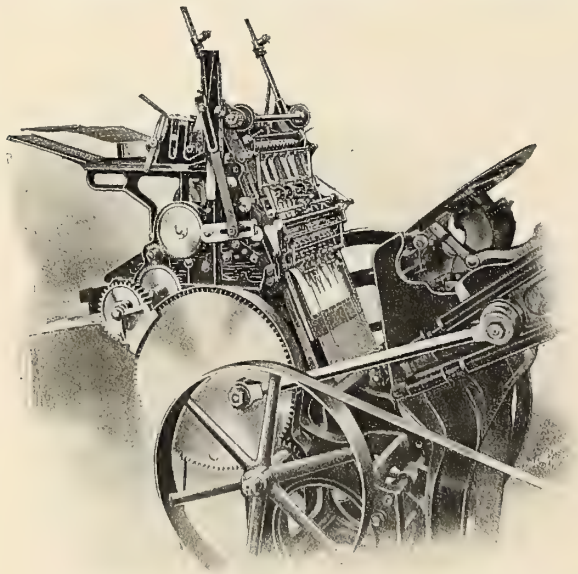
SAVE MONEY BY USING DeBOISE BRESNAN'S ELECTRICITY ANNIHILATOR

¶ The work in the pressroom goes right on—no more delays or waiting for the place to warm up or atmospheric conditions to change. The ELECTRICITY ANNIHILATOR applied the night before will have your presses ready to start first thing in the morning.

¶ Send your order *NOW* and be prepared when the trouble comes. Remember we guarantee it to work or refund your money.

DeBOISE BRESNAN COMPANY, Office, 23 Park Row Factory, 15 Frankfort St.
NEW YORK CITY

This Feeder Insures Increased Output at Half the Cost



Years of careful study and experiment have resulted in the building of a practical, *thoroughly reliable,* Automatic Job-Press Feeder. We have quietly studied the requirements, have built along lines of the demands—the result, a perfect operating job-press feeder that can be attached to any 10 x 15 Chandler & Price press.

Wherever installed, satisfaction has been acknowledged and additional feeders purchased and placed alongside our first machines—all giving full service and satisfaction.

The day is at hand when the job-printer must look to the cost of his output, and *speed* and *quality* are the two essential and important features about a modern and successful print-shop. Our automatic feeder supplies speed and produces perfect results.

A Few Important Features:

A stationary platen greatly improves the quality of printing. Also relieves press from its greatest wear and tear, and prevents blurring, which is common to all Gordon presses when in use a short time.

Register is perfect; its operation and adjustment are simple and easy.

Has automatic throw-off; in all cases where a single sheet is not fed perfectly it not only throws off impression, but also the power.

No successful automatic feeder can be made unless platen is stationary. The wear on cam followers would make it impossible to maintain a perfect register.

We want the ambitious printer to write for full particulars, prices, etc., and get ready for the Winter and early Spring jobwork.

AUTOMATIC PRESS FEEDER COMPANY

509 S. DEARBORN STREET, CHICAGO, ILL., U. S. A.

The Unusual Service Offered to Printers By the Union Card & Paper Co.

"The Trade-mark

that Makes Good"

By accepting this service you not only secure the *best paper for your money*, but you make sure of getting the particular *kind* of paper you require — *exactly when you want it.*

Prompt and quick deliveries — our Admittedly Best Service — insure you against delays, dissatisfied customers, and often against financial loss.

And the wide variety of the Best Value Lines include *Paper, Cardboard and Envelopes* adapted to every use.

The service we offer you is hard to maintain, yet we have found it worth while, because it saves *you* time, trouble and money. *Printers who know its convenience always select stock from the Best Value Lines.*

For really distinctive Business Stationery we recommend

ROYAL BANK BOND

Visiting Cards

in a variety of grades and Visiting Card Envelopes

a paper for every form of high-class commercial work, made in White, Blue, Pink, Buff, Brown and Golden Rod. It permits unusually attractive printing or lithographing, and is equal in appearance and service to many papers far more expensive.

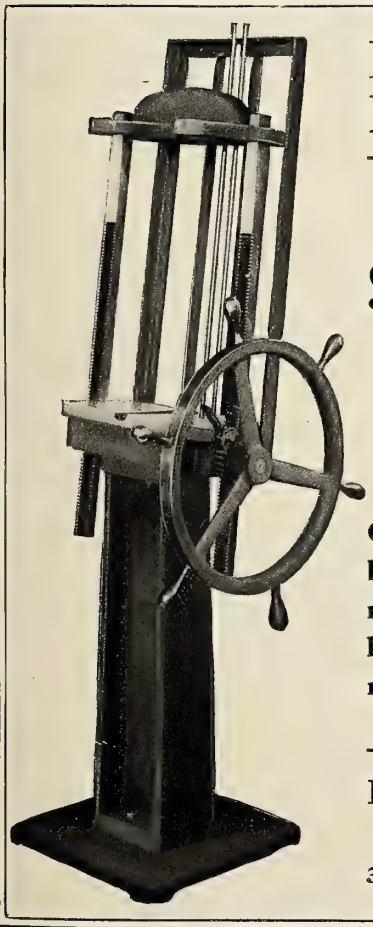
Other bonds quite as satisfactory for their specific uses are *Old Vermont Bond* and *Cosmic Bond*, each offering rich, elegant effects varying in desirability according to individual tastes and ideas of price.

For general business use we believe *National Bond* to be the best Paper Value on the market. It is loft-dried, with all the characteristics of the highest grade bonds, yet it affords a desirable saving on the cost of your stock. No matter what grade of Bond Paper you are using it will pay you to examine the quality of *National Bond*. Test it in any way you like—compare it with Bonds twice as costly and judge it for yourself.

May we not send you samples and prices, and place your name on our list?

ADMITTEDLY BEST SERVICE

Union Card & Paper Company, Dept. I, 45 Beekman Street, New York City



Hexagon Bundler

PRICE

$60.00

Sent on 30 Days' Approval

Guaranteed to be equal to any machine of its kind on the market.

Hexagon Tool Company

321 Pearl St., N. Y.

Do You Know How to Figure the Paper in An Open-End Envelope?



Explanation of the Sketch

This represents an ordinary open-end, center-seam envelope with the flap extended. To figure the paper in this envelope, double the width and add ½ inch, which gives you one dimension. To secure the other dimension, add the length of the envelope to the length of the flap, plus 1 inch, which gives you the other dimension. For instance, suppose this envelope to be 9 x 12 inches with a 2-inch flap. Doubling the width 9 inches, and adding one-half inch, equals 18½ inches. Adding the length of the flap, 2 inches, to the length of the envelope, 12 inches, plus 1 inch, equals 15 inches. The paper necessary to make this envelope is 15 x 18½ inches. Almost all center-seam, open-end envelopes are figured in this manner.

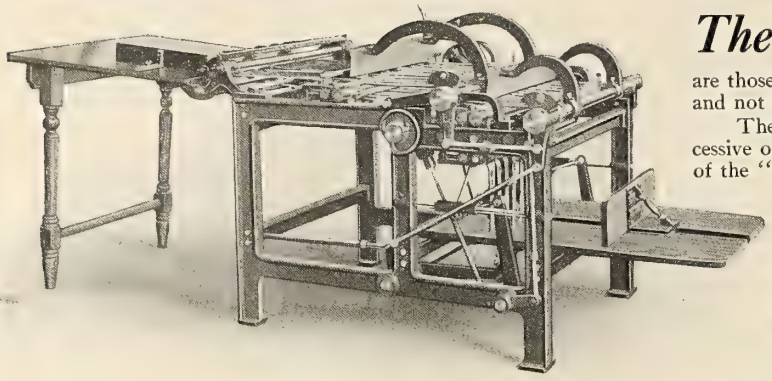
HEREAFTER

figure your own open-end envelopes, print them flat from layouts free on request and send the printed sheets to the

Western States Envelope Co.

Manufacturers of the Sure-Stick Envelopes for Printers and Lithographers

311-313 East Water St., Milwaukee, Wis.



The Most Profitable Folders

are those that will develop the full earning power and capacity and not the kind that go all to pieces under test.

The bindery department should not be hampered by excessive or unreasonable cost of production by installing folders of the "just as good" kind.

THE ANDERSON
TWO-FOLD PARALLEL FOLDERS

are built for folding 4, 6 and 8 pages, either single or in gangs; 16 or 32 page booklets can be folded by feeding through a second time.

Mechanical features and what this folder will do for you will be cheerfully explained to any one interested.

C. F. ANDERSON & CO.
712 S. Clark Street **Chicago, Ill.**

THE PRINTING ART

"The Fashionplate of Printerdom"

THE HANDSOMEST
PRINTING-TRADE JOURNAL
PUBLISHED

DESIGN, typography, colorwork, engraving, and other features are fully covered each month. It is a publication that interests equally the employing printer, compositor and pressman, as well as the publisher, engraver, and booklover.

Annual subscription, $3.00; single copies, 30 cents. Foreign subscriptions, $5.00, including postage. Canadian subscriptions, $3.75 per year. Mention this magazine and secure a free sample copy.

THE PRINTING ART
Cambridge, Mass.

IDEAL COATED PAPER CO.

ORIGINATORS of Domestic
and Imported Qualities

Guaranteed Non-Curling GUMMED PAPERS

The Ideal Made Real

MILLS AND MAIN OFFICE
BROOKFIELD, MASS.

CHICAGO OFFICE
452 Monadnock Building

NEW YORK OFFICE
150 Nassau Street

Our Gummed Papers have Revolutionized the Label Business

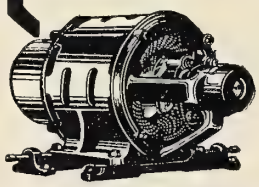
When Employees Waste Your Time and Your Stock

It makes your "dander" rise and you quickly get rid of the offenders. How about that time and power wasting motor? GET RID OF IT NOW — Richmondize your plant with

Richmond Polyphase Motors

2 and 3 phase — ¼ to 100 h.-p.

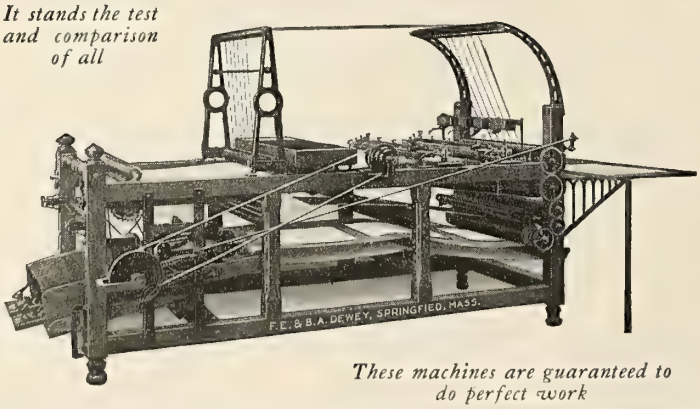
You'll notice the increase in efficiency and the decrease in cost on every job you run off. *Postal to-day for Bulletin No. 14-I.P.*



145 Chambers Street - - - New York City
176 Federal Street - - - - Boston, Mass.
322 Monadnock Block, - - Chicago, Ill.
1011 Chestnut Street, Rm. 626, Philadelphia, Pa.
1120 Pine Street, - - - - St. Louis, Mo.
226-30 Huron Street - - - - Toledo, Ohio
1006 Majestic Bldg. - - - - Detroit, Mich.
505 Swetland Bldg., Cleveland, Ohio
148 McGill Street, Montreal, Canada

Richmond Electric Co.
RICHMOND, VA.

It stands the test and comparison of all



These machines are guaranteed to do perfect work

Are You Satisfied With Your Ruling Machine?

If you are on the market — don't decide on any Ruling Machine until you have investigated the merits of

The Dewey Ruling Machine

Its new features are worth your investigation, and before you buy, do yourself justice by getting all particulars.

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY
SPRINGFIELD, MASS.

WHAT EVERY PRINTER SHOULD KNOW

DO you know that the American Printer is doing better work than any other in the world? Do you know why? You OUGHT to know and you ought to know WHY. What is more you want to know,—otherwise you would not be reading this magazine. In order to produce the best, you must know WHAT IS the best, and HOW to produce it.

THE

GRAPHIC ARTS YEAR BOOK

THE only American Annual Review, tells you WHY, WHAT, and HOW,—and it goes even farther for it contains innumerable examples of the finest American color plate making, commercial drawing and engraving, typography and printing. The typographic lay-out and design together with the decorations and type, will be a true representation of the style of Bodoni. The 1911 volume will give a most comprehensive review and description of the latest developments and processes, inventions and discoveries in the engraving and printing industries. The editors and contributors are among the most eminent men in their respective lines in the country. The exhibits have been selected from the work of the printing, engraving, lithographing plants all over the country and upon the merit of their reference value in the Year Book. This volume will be a text book covering a field not touched upon by any other publication. For the sake of the betterment of your business, it shouldbe upon your desk, and that of every printer, engraver, illustrator, designer, and buyer of printing and advertising in the United States,—who loves his work and desires it to be the *Best.*



BE SANTA CLAUS

EVERY employing printer, who has the interest of his business at heart, and desires to make a useful and beautiful gift to his employees for Christmas, can make none better than a copy of the 1911 volume of The Graphic Arts Year Book.

Norwood, Mass., November 7, 1911.

Graphic Arts Year Book, Hamilton, Ohio.

Mr. W. L. Tobey, Editor,

Dear Sir: I do not know when I have been so thoroughly interested and fascinated in specimens of fine printing and bookmaking as I have in the Graphic Arts and Crafts Year Book, of which I have received the first four volumes. I have not yet been able to give them as thorough an examination as I intend to later, but, from what I have seen, I am impressed with the fact that they are practically a post-graduate course in fine printing, and should be in the hands of every printer, platemaker, engraver, lithographer in the country, in fact, they would be extremely useful to anyone who is directly or indirectly interested in printing or bookmaking.

The excellent descriptive articles, the beautifully printed pictures, and the great fund of useful information which they contain are a complete printers library to anyone who possesses them. I look forward to many interesting and instructive hours in reading the articles and studying the results attained and displayed in their pages. I think I can epitomize my impressions of these books by simply repeating that they seem to me a post-graduate course in fine art printing and engraving.

Wishing you every success in your effort to instruct the printing public, I am

Very truly yours,

J. STEARNS CUSHING.



NO BETTER GIFT

CAN be made than a copy of this text book. It contains so much information which is valuable to the compositor, pressman, or officeman, that he will prize it more than some other less useful article. It will enable him to become more efficient and productive.

AFTER SEEING AND EXAMINING THE YEAR BOOK, THE L. A. BECKER CO. OF CHICAGO, SAID "IT WILL LEAD TO THE PURCHASE, AND IT ALSO

WILL LEAD TO PRODUCTION OF BETTER PRINTING"

THE GRAPHIC ARTS YEAR BOOK for 1911, is arranged in departments, each one of the ten taking up in detail some phase in the printing, engraving or allied industry, where there has been notable development or progress. This will be easily accessible, and as a text book, will undoubtedly lead to better production of printed matter. Each department is edited by an authority, and is as follows:

I. INTRODUCTION

Henry Lewis Johnson, Boston, Mass.

This department will cover the entire field, reciting carefully the newest developments in the Allied Industries.

II. PHOTO-ENGRAVING

E. W. Houser, Pres. Nat'l Eng. Ass'n.

Articles giving detailed exposition of progress in new screens; photographic work with artificial light, photographic on metal, and machine etching.

III. ELECTROTYPING

Henry L. Bullen, Librarian American Typographic Library and Museum

A concise statement of lead-moulding, steel-facing processes, and introduction of the use of aluminum.

IV. PROCESS COLOR-WORK

Taking up new processes in color separation methods, simultaneous color printing on two, three and four-color presses.

V. LITHOGRAPHY

J. Albert Heppes, Mgr. Lithographic Dept., Andrew H. Kellogg Co., N. Y.

Showing increasing importance due to photographic and plate-making methods, together with offset printing. Will also include features in plate-making, transferring, and statement of offset printing equipment.

VI. RAPID PRINTING INTAGLIO PROCESS

Geo. S. Barlow, Specialist

Who introduced the process into this country.

Description of new machines made for this work; application of process on foreign newspapers and attempts in this country. Its use in post-cards, fine art and catalogue work.

VII. TYPOGRAPHY

Walter B. Gress, Art Director, Crowell Publishing Co., N. Y.

Description and exposition of new type faces, use and value, lay-out, design for various forms of printing.

VIII. PAPER

M. H. Grassly, Advertising Manager Paper Mills Co., Chicago

Influence of paper upon printing; new styles and stocks of papers will be shown and their value in relation to various uses described.

IX. INK

James A. Ullman, Sigmund Ullman Co., N. Y.

Description of new inks, their use and value in various grades illustrated work. Process inks, monotones, colors for typographic display, cover inks.

X. BINDING

Ralph Fletcher Seymour, Chicago

Taking up and describing new ideas in binding, valuable in book and catalogue work. Materials for covers: cloth and leather, and manufacturing methods in catalogue and book work.

Besides what is contained in these departments there will be a series of general articles by well known men, upon various subjects of vital importance to producers and buyers of printing. These are COST SYSTEM—a summary of results: THE BEN FRANKLIN MOVEMENT—by G. E. Wray: EFFICIENCY—by J. Horace McFarland: EDUCATIONAL MOVEMENTS—by John Cotton Dana: COMMERCIAL ILLUSTRATION—by Brainard Leroy Bates: BUILDING ERA—by Lee Crittenden: and GETTING TOGETHER IN ADVERTISING—by George W. Coleman.

Each of the ten departments will be illustrated by the best examples obtainable, but special exhibit forms will be shown in the section for that purpose, and will combine ink, paper, and design, with plate-making—being very practical matter. The special exhibit departments will be DESIGN or best features in book, catalogue and advertising work: TYPOGRAPHY—showing new faces: ADVERTISING DISPLAY—classifying best newspaper, magazine and technical advertising: ILLUSTRATION, PAPERS and INKS—one of the main features of the book; examples printed on various kinds of papers with different inks, showing results to be obtained from combinations.

USE YOUR PENCIL NOW

To THE INLAND PRINTER, Chicago, Ill.

Please enter my (our) subscription for the 1911 edition of THE GRAPHIC ARTS YEAR BOOK, known as Vol. V., and forward by express to the following address:

Signed_____

400 pages, 8 x 10, bound in half-leather. Forwarded to all points in the United States and Canada by express or mail prepaid. Price $5.00. Foreign postage 80 cents extra to countries in the Postal Union.

SPECIALTIES

Everything in Machinery.

Composing-Room Furniture and Fittings designed and supplied.

Buy the Swink Two-Revolution High-Grade Press.

Send for Catalogue.

WANNER

MACHINERY CO.
A. F. WANNER PROP.

215-223 W. Congress St., near 5th Ave., CHICAGO, ILLINOIS

Phones: Harrison 6889 Auto. 52-889

INDEPENDENT SALES AGENTS

Printers' and Binders' Machinery
Composing-Room Furniture
Type and Supplies

SERVICE

We give valuable service to the prospective buyer in the selection of machinery and equipment. We have had extensive experience in the printing industry and are Machinists and Engineers.

LARGEST STOCK REBUILT MACHINERY .·. Write for List .·. DECEMBER BARGAINS

READY THIS MONTH

136 Pages, 65 Illustrations
Handsome Board Cover

Trezise's New Book

The Typography of Advertisements

Printed in Two Colors, Price, $2.00

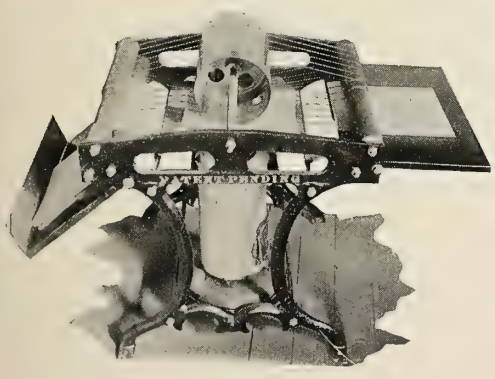
"Mr. F. J. Trezise: Dear Sir,—Allow me to compliment you on your book, 'The Typography of Advertisements.' It is the best, most complete summary of its kind I have ever seen. I consider it invaluable to any job-printer who is or wishes to be competent in his trade. And I believe it to be just as useful for the man who writes or pays for the ad. as for the man who sets it. In an article written by me recently for the Cyclopedia of Advertising on the 'Use and Abuse of Type' I have taken the liberty of borrowing freely from your work, for I have been unable to find in any work on printing to which I have had access so admirable and so lucid a summary of the latest ideas on typography. One is tempted to call it the last word on that subject. Sincerely yours, *C. S. Peterson, President, Peterson Linotype Company.*"

"Mr. Trezise certainly has the right idea. I think his comments on the opinion which ad.-writers and compositors have of each other are excellent. The specimens of advertisements which he gives demonstrate so clearly the correctness of his conclusions that his articles can not fail to be very beneficial to all who are interested in advertising. And, who is there in any community that is not vitally interested in advertising in some form?"—*H. N. Kellogg, Chairman, Special Standing Committee, American Newspaper Publishers' Association.*

Every ad. man—writer or compositor—should have it

THE INLAND PRINTER COMPANY

624-632 South Sherman Street
CHICAGO, ILL.



(Patent Applied For)

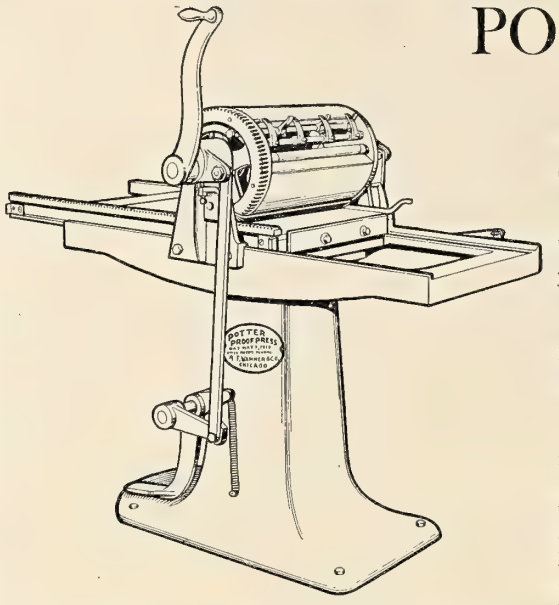
PROCESS EMBOSSING
WITH PRACTICAL EQUIPMENT

The Gloss-Emboss Printing Process affords every printer the facilities for treating a wide range of subjects with profitable speed and incidentally secure uniform excellence in the finished product. The true steel-die effect, without dies, combined with tenacity, flexibility and permanency. The bronzes emboss on. No failures with our goods. *Samples and particulars free.* Address

Gloss-Emboss Printing Process

Hunter Building, CHICAGO, Eighth Floor

THE AMAZING SIMPLICITY *of the* POTTER PROOF PRESS



Means several very important things to the employing printer, under average printing conditions.

1. — Simple construction equals simple operation, and that means that a boy can run it. The machine is fool-proof.

2. — Simple construction insures durability; repairs and maintenance are not to be considered, except for unusual accidents.

3. — Many simple ways of using this press for a great variety of needs, ways already familiar to printers, because of their cylinder press experience, give a large efficiency. The Potter Proof Press is in reality but a modern adaptation of the cylinder press principle to new purposes.

All of which considerations increase the output per dollar invested to the benefit of the printer using this machine. *Ask us, or the dealers.*

OWNERS AND MANUFACTURERS

A. F. WANNER & COMPANY 431 So. Dearborn Street CHICAGO, ILL.

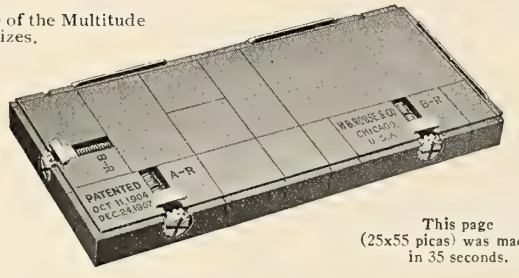
Think of the Time to Be Saved

Any size page can be made up in from 15 to 50 seconds, and plates clamped or released quicker than with any other system.

Rouse Universal Block

Is Supreme

One of the Multitude of Sizes.



This page (25x55 picas) was made up in 35 seconds.

is recognized as the one *efficient* and *certain* economical press-room utility. A single set makes up 8 pages into about 160 different sizes ranging from 17 x 25 up to 35 x 51 picas, and a less number of larger pages into an endless variety of shapes and sizes — all with a variation of 2 picas in either width or length, or both width and length.

Old Methods Will Not Stop the Leaks

Dependable and satisfactory service can be had in mounting and registering plates with rigid iron bases and climax register hooks. But for booklet or catalogue work

The Rouse Universal Block

can not be surpassed

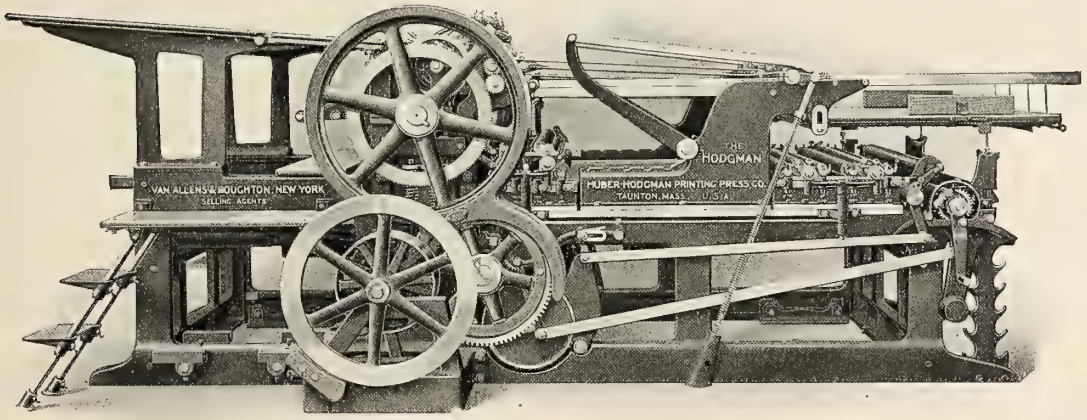
Why waste time with obsolete material when you can buy the best dividend-earning equipment with a part of the money you now pay in wages? Be progressive. Order at least one set of Rouse Universal Blocks to-day — now — and let them prove their value in your shop.

Price, per set, including Steel Ratchet and Dustproof Case that fits a printer's stand, a practically universal and indestructible outfit, for only $55. Sold by dealers everywhere.

Made only by **H. B. ROUSE & CO.**, *Chicago*

"Modern Methods" explains everything.
Have you got your *copy*? It's FREE.

THE HUBER-HODGMAN PRINTING PRESS



THE HODGMAN

THE HODGMAN PRESS. Have you seen it? The latest and most efficient bed-driving mechanism of any printing press built. Doing away with shoes and heavy rack-hangers, giving lighter drive and materially increasing the speed. This machine has five tracks, four-inch bearing. The bed stands only 34 inches from the floor, easy of access. The print-side up, in combination with the fly. Can be changed in one minute's time from one to the other. The impression is absolutely rigid, the cylinder side-rods being locked against the cross-stays during the printing stroke. There is no jar and very little noise and no vibration. Very few customers have examined this press and failed to place their orders with us. Every user is an enthusiastic endorser, and if we have a dissatisfied customer we do not know his name. We ask only an examination, your good judgment will do the rest. If you do not buy the Hodgman, any way examine it and see how simple, durable and efficient it is.

VAN ALLENS & BOUGHTON

17 to 23 Rose St. and 135 William St., New York.

FACTORY—TAUNTON, MASS.

AGENT, ENGLAND,
P. LAWRENCE PRINTING MACHINERY CO., Ltd.
57 Shoe Lane, London, E. C.

WESTERN OFFICE, 343 S. Dearborn Street,
H. W. THORNTON, *Manager*,
Telephone, Harrison 801. CHICAGO

Fur-Lined Coats and other Luxuries

PERHAPS you've been denying yourself a pet pleasure—you've been waiting for the money to drop from the clouds. Well, it will drop if you will only go through a few simple motions. Here's the recipe:

The Graphic Arts

has a liberal offer to make to those who can furnish us with information about users of printing. We want the names of buyers of printing, and we are willing to pay for them. If you can make us up a good list, write for our proposition—it will be thoroughly worth your while.

¶ On the other hand, if you have a very private list of buyers of printing, or advertisers, which you are using in your own work and consequently do not care to send out—we have another proposition whereby you can cash in on this list without the slightest effort.

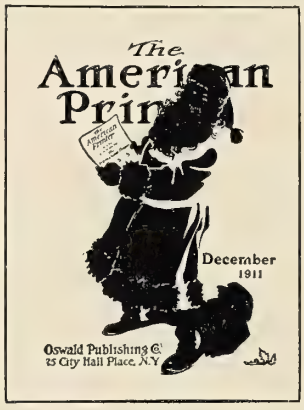
¶ You will find that our reply to your inquiry will prove that we have not exaggerated the value of our offer in this announcement.

THE GRAPHIC ARTS

85 Broad Street Boston, Mass.

The Christmas Number of The American Printer

is the best ever issued. It is a stocking filled with good things for the printer. Plenty of color to please the eye, specimens of fine printing and practical articles on subjects nearest the printer's heart.



Features in the text pages include articles on imposition of broad forms, the cost of electricity in isolated plants, how a young man made a success of a small print-shop, how an engraving and advertising house introduced a new trade-mark, about a handsome newspaper building, the camera in newspaper work, care of numbering machines, odd folders, the Christmas spirit in design, what a cost system showed in a large printing plant, machine composition (a new department), views of a large southern print-shop, review of specimens, four pages in color of reset specimens, a page about practical bookbinding, an illustrated account of the convention of the Ben Franklin Clubs of America, cost congresses and organization activities in various cities. The usual news paragraphs also appear.

A Big Number—Do Not Miss It

Send twenty cents for a sample copy of the December number now, or two dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City

You have an unusual opportunity to reach the Office Appliance Dealer, Retail Stationer, and Purchasing Agent, through only ONE medium—the

Inland Stationer

Business Equipment Journal

¶ An examination of the magazine itself shows you why.

¶ The Office Appliance Dealer and the Retail Stationer subscribe for it because it handles the selling end of their lines in a business-like manner. Every issue contains articles of sales plans of real practical value.

¶ The Purchasing Agent subscribes for it because it keeps him in close touch at all times with the latest and best developments in business equipment.

¶ You can reach all three with *one* advertisement and at *one* price by using *only* INLAND STATIONER—**BUSINESS EQUIPMENT JOURNAL.** Let us send you some important facts.

Inland Stationer

Business Equipment Journal

624-632 Sherman Street

Chicago

Keep Your Name Before Them Daily

The enormous field of readers reached monthly by *The Inland Printer,* and the further fact that this publication is being read daily, is the best evidence of its value to the advertiser as a *result-getting* medium.

S. S. J. Vortriede, Secretary of the Express Publishing & Printing Company, 315-317 Superior Street, Toledo, Ohio, writes:

> "It gives us pleasure to enclose herewith our check covering our renewal subscription to The Inland Printer. We consider this the best investment we can make with the money, as The Inland Printer is of almost daily use to us."

The progressive printer considers *The Inland Printer* worth saving. He consults it frequently—almost daily—sometimes for wrinkles, sometimes for inspiration, and because its advertising pages represent the most complete show-room of methods and appliances. In this way the subscriber (the buyer) is constantly in touch with all the news, equipment, supplies, where and how to get them.

You can talk to this vast field of prospective customers with telling effect and your advertisements are bound to meet the observation and action upon the part of the subscriber—the buyer.

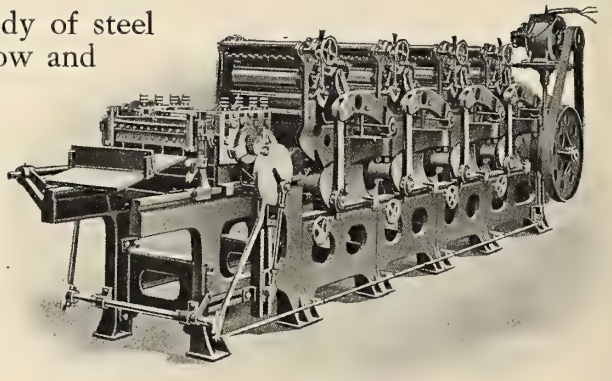
THE INLAND PRINTER COMPANY,



Advertising Manager
Chicago

L. M. SLOMAN,
Eastern Representative
Tribune Building
New York

Casimir Press



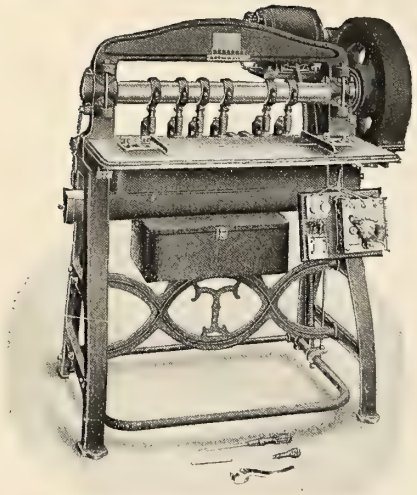
THE Casimir Press has a heart and body of steel and delivers speed to-day, to-morrow and next year—5,000, 6,000 and 7,500 impressions per hour, according to size. Crucible steel castings, every gear cut from the solid steel block, all of the work done in our own shop

The Casimir Press is a high-speed, web-feed, multi-color, bed-and-platen press with automatic attachments for Bronzing, Embossing, Re-enforcing, Punching, Perforating, Ruling, Creasing, Slitting, Shearing, Slipsheeting, Rewinding, Collating, Jogging, Numbering, Gumming, Tagging, all or any of which operations are done while printing, the job being delivered complete.

The Casimir Press places its owner beyond the reach of competition, and enables him to contract for the big jobs which now pass him by. Send us samples of the work in mind. Some figures may open your eyes.

WESTERN SELLING AGENTS

A. F. WANNER & COMPANY, 431 So. Dearborn Street, CHICAGO, ILLINOIS



STYLE D—with direct-connected motor.

Tatum Punches

Five styles, varying in price from $35 to $325, every one the best in its class.

Absolute Accuracy—Clean Cutting—Prodigious Power—Evident Economy.

TATUM PUNCHES may be adjusted to any desired multiple without the removal of the idle heads.

Round shapes all interchangeable. Nineteen stock sizes. Special shapes quickly furnished.

When you buy a punch, get the best—any user of the "TATUM" is a good reference.

Write for Catalogue A



Punch, with stripper and die.

THE SAM'L C. TATUM COMPANY

3310 Colerain Avenue CINCINNATI, OHIO

TABLE OF CONTENTS—DECEMBER, 1911.

PAGE

American Trade Abroad ... 455
Applying the Principles of Scientific Management to the Printing Business ... 373
Apprentice Printers' Technical Club — No. XIII ... 393
Apprentices, Teaching ... 389
Are You Working for Fun or for Profit? ... 428
As Seen by a Nonprinter ... 455
Ault & Wiborg Company to Open Branch at Atlanta ... 455
Ben Franklin Club of America, Enter the ... 387
Ben Franklin Club of America Organized ... 429
Blotting-paper, What a Ton Will Do ... 395
B. L. T. "Pick-ups" ... 424

BOOKBINDING:
Pamphlet Binding ... 439
Bookbinding, Some Inconsistencies in ... 449

BOOK REVIEW:
Directory of Book Publishers ... 452
"Hints and Wrinkles" ... 452
Illustrating, A New Book on ... 451
Molinari's Industrial Chemistry ... 451
Much-needed Book, A ... 452
Pocket Medical Dictionary, A ... 451
"The Practice of Journalism" ... 451
Year-book, A Notable ... 452

BUSINESS NOTICES:
Ambart Automatic-ruling Ink Fountain, The (illustrated) ... 456
Eddy Paper-tester for Printers, The (illustrated) ... 457
Miehle Press in South America, The ... 456
Morgans & Wilcox Manufacturing Company's Big Steel Furniture ... 456
Padding Glues, Price of, Reduced by Robert R. Burrage ... 456
Peerless Alternating-current Power Motors ... 457
Challenge Machinery Company, The — Three Generations of Lees ... 458
Columbus Trade School, The — Department of Printing (illustrated) ... 399

CONTRIBUTED ARTICLES:
Applying the Principles of Scientific Management to the Printing Business ... 373
Apprentice Printers' Technical Club — No. XIII ... 393
Bookbinding, Some Inconsistencies in ... 449
Columbus Trade School, The — Department of Printing ... 399
Grammar and Proofreading — No. VI ... 410
Manuscripts of Skin and Bone ... 377
Scientific Color in Practical Printing — No. XVII (concluded) ... 396
Selling Printing in the Prospect's Office ... 379
Soliloquoys of the Devil (illustrated poem) ... 376
Troubles of a Printer, The ... 369

CORRESPONDENCE:
Discrimination in Wages ... 389
Teaching Apprentices ... 389

COST AND METHOD:
Cost System Belongs to the Business, The ... 433
Getting Down to Nothing a Thousand ... 435
North Carolina, Printers' Cost Congress of ... 435
Printers Should Coöperate ... 435
Prompt Settlements, Plan for Getting ... 435
Responsibility of the Employee, The ... 434
Spain, First National Congress of the Allied Printing Trades in ... 434
Weight Per Ream of Any Size Sheet, To Determine ... 435
De Luxe ... 395
Devil, Soliloquoys of the ... 376
Did You Ever? ... 458
Eastern Printers to Have Convention ... 436
Edison and the New Education ... 458

EDITORIAL:
Enter the Ben Franklin Club of America ... 387
Far-flung Influence ... 386
Hartman Gives Some Figures ... 386
Notes ... 385
Twin Successes ... 387
Engraving and Lithographing Processes ... 446

PAGE

Equator, Seeing the ... 452
Far-flung Influence ... 386
Foreign Graphic Circles, Incidents in ... 390
From "Devil" to Expert Printer ... 411
Gloss-Emboss Printing Process, The ... 440
Grammar and Proofreading — No. VI ... 410
Graphic Arts Year Book, The ... 444
Hartman Gives Some Figures ... 386
Honor of the Press, The ... 398

ILLUSTRATIONS:
Christmas Spirit in the Print-shop, The ... 384
'Prentice Pillar, The ... 423
Printer's Outing, A ... 442
Tommy ... 388
Incidents in Foreign Graphic Circles ... 390

JOB COMPOSITION:
Frommader, Edward A ... 401

"KINKS":
Stapling-machine, A Home-made (illustrated) ... 453
Stock Cuts, Showing ... 453

MACHINE COMPOSITION:
Composing Machines, Recent Patents on ... 416
Matrices, Damaged ... 414
Matrices Stick in Magazine ... 415
Matrix Damages Slug ... 414
Metal Adhering to Mold, To Prevent ... 414
Spacebands Twisting, Remedy for ... 414
Temperature, Uneven ... 415
Trouble After Changing Machine ... 415
Manuscripts of Skin and Bone ... 377
McFarland, J. Horace ... 436
Monon Route's Commemorative Business Literature, The ... 395
Morris, Eugene ... 416

NEWSPAPER WORK:
Ad. Criticisms ... 419
Ad.-setting Contest No. 32, Result of ... 417
Air-ship Newspaper Edition, An ... 420
Circular Which Got the Advertising, A ... 419
Discontinued Its Weekly Edition ... 420
Letter-head, Unique ... 421
Mattoon (Wis.) *Times*, Improving the ... 419
"My Dad and His Birthday" ... 420
New Building and All Home-print ... 420
Newspaper Criticisms ... 422
Seventieth Anniversary of the Brooklyn *Eagle* ... 421
Special Issues, Many Excellent ... 421
New York Master Printers' Association, The ... 436

OBITUARY:
Adams, Ephraim ... 454
Hinds, Capt. Warren L ... 454
Jones, Fernando ... 455
Pulitzer, Joseph ... 454
Paper and Type Chinese Inventions ... 432
Photoengravers, Third Cost Congress of Central and Western ... 427
Picnic Etiquette ... 416
Polk County *Enterprise* Well Named, The (illustrated) ... 434
Practical Printing, Scientific Color in — No. XVII (concluded) ... 396
'Prentice Pillar in Roslyn Chapel, The ... 422
Pressman, Not Hitting The ... 424

PRESSROOM:
Cereotype Plates ... 413
Gold-leaf Printing by Cold Process ... 412
Half-tone Prints on Cameo Paper, An Exhibit of ... 412
How Mechanical-relief Printing Was Discovered ... 413
Labels, to Emboss and Die-cut with One Impression ... 412
Mechanical-relief Printing ... 413
Printing on a Continuous Strip ... 412
Printing on Cloth ... 412

PRINTERS' HOMES:
McPherson, Hugh ... 446
Shiner, Elmer E ... 447
Printer, The Troubles of a ... 369

PROCESS ENGRAVING:
Corkett Intaglio Process, The ... 425

PAGE

Mr. Pulitzer Pioneered Newspaper Illustration ... 426
Photoengraving Conditions in England ... 425
Rotary Photogravure Applied to Fabrics ... 425
Screen Angles for Colorwork ... 426
Shop Superintendent and His Management, The ... 426
Proofreading, Grammar and — No. VI ... 410

PROOFROOM:
Persistent Error, A ... 409
Singular or Plural ... 409
Typothetæ Style-book ... 409
Prospect's Office, Selling Printing in the ... 379
Pulitzer, A Printer's Recollection of ... 428
Pure English versus Prig English ... 410

QUESTION BOX:
Burr Subscription Index ... 437
Chalk-plates ... 437
Cloth-covered Board ... 437
Cloth-cutting Machines ... 437
County Board Proceedings, Publishing ... 438
Engraving, Wood ... 437
Labels, Fancy ... 437
Labels, Liquor-bottle ... 437
Labels, Stock Fruit-can ... 437
Lithographers' Stone ... 438
Newspaper Building, Wants Plan for ... 437
Paper in Rolls, Gummed ... 437
Parchment Paper ... 437
Rule, Type-measuring ... 437
Standard Cost-finding Blanks ... 438
Sterling Bond Paper ... 437
Type Measurement, MacKellar System ... 438
Type Metal and Brass, Old ... 438
Wiping Dies, Paper for ... 438
Wood-engravers' Materials ... 437
Rationalism in Business ... 383
Reproduction, A Handsome ... 395
Russell, William Clark, Is Dead ... 428
Scientific Color in Practical Printing — No. XVII (concluded) ... 396
Scientific Management to the Printing Business, Applying the Principles of ... 373
Seasoning Wood by Electricity ... 398
Selling Printing in the Prospect's Office ... 379
Skin and Bone, Manuscripts of ... 377
Soliloquoys of the Devil (illustrated poem) ... 376
SPECIMEN REVIEW ... 403
THE MAN AND THE FIELD ... 444
Third Cost Congress of Central and Western Photoengravers ... 427
Tin Can Must Go, The ... 422

TRADE NOTES:
American Paper and Printers' Machinery, To Exploit ... 441
Ben Franklin Club in New Rôle ... 441
British Columbia, New King's Printer for ... 443
California State Printer Resigns ... 441
Chicago Typothetæ, Ben Franklin Dinner of the ... 443
Commission Favors Power Presses ... 441
Exhibition, Printing Art ... 443
Harper Concern Changes Name ... 441
Labor Law, Must Obey ... 441
Lynch's Suit Against Kirby Dismissed ... 443
Mississippi Typothetæ Holds Meeting ... 442
Neck Broken in Printing Press ... 442
Paper Money, Machine for Washing ... 442
Pressmen's School, The ... 443
Printers Present Plan for Reducing Living Cost ... 442
Printing Plant for University of Kansas ... 441
Printing Press Greater Discovery Than America ... 441
Ticket Printery Burned, Big ... 441
Turning the Tables ... 443
Twenty-ton Type Equipment, A ... 442
Typothetæ President Favors Coöperation with Unions ... 443
Verdict of $30,000 Affirmed ... 442
Troubles of a Printer, The ... 369
Twin Successes ... 387
Typographical Story, A ... 413
Wages, Discrimination in ... 389

INTERNATIONAL FAME

for the

Potter Rotary Offset Press

The Plano Plate and Printing Corporation, Berlin, Germany, have placed their order for

FIVE POTTERS

The *deciding* factor was POTTER QUALITY. That QUALITY is at YOUR service. If it's a POTTER it's the BEST.

TWO NEW SIZES — 34 x 46 — 38 x 52 LET US TELL YOU ABOUT THEM

POTTER PRINTING PRESS CO., Plainfield, N. J.

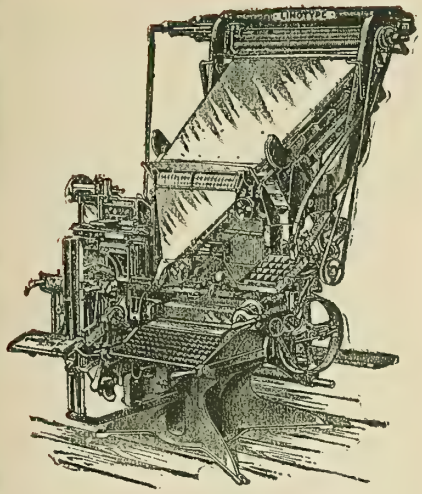
INDEX TO ADVERTISEMENTS.

	PAGE
Acme Staple Co.	352
American Electrotype Co.	348
American Folding Machine Co.	357
American Numbering Machine Co.	341
American Pressman	350
American Printer	476
American Rotary Valve Co.	340
American Steel & Copper Plate Co.	465
American Type Founders Co.	342-364
Anderson, C. F., & Co.	472
Ault & Wiborg Co.	336
Automatic Press Feeder Co.	470
Autopress Co.	361
Babcock Printing Press Mfg. Co.	325
Barnhart Bros. & Spindler	325
Barton Mfg. Co.	463
Beck, Charles, Co.	340
Beckett Paper Co.	Insert
Bingham's, Sam'l, Son Mfg. Co.	324
Blatchford, E. W., Co.	465
Boston Printing Press & Machinery Co.	339
DeBoise Bresnan Co.	470
Brislane-Hoyne Co.	340
Brown Folding Machine Co.	328
Brown, L. L., Paper Co.	330
Burrage, Robert R.	464
Butler, J. W., Paper Co.	321-323
Cabot, Godfrey L.	463
Carver, C. R., Co.	468
Challenge Machinery Co.	339
Chambers Bros. Co.	349
Chandler & Price Co.	359
Chicago Lino-Tabler Co.	461
Chicago Roller Co.	341
Cleveland Folding Machine Co.	351
Coes, Loring, & Co.	337
Colonial Co.	464
Cottrell, C. B., & Sons Co.	368
Crane, Z. & W. M.	345
Denny, Hilborn & Rosenbach	365
Deutscher Buch- und Steindrucker	350
Dewey, F. E. & B. A.	472
Dexter Folder Co.	326-327
Dick, Rev. Robert, Estate	339
Dinse, Page & Co.	344
Dobler & Mudge	347
Duplex Printing Press Co.	353
Durant, W. N., Co.	464
Eagle Printing Ink Co.	359
Eastern Brass & Wood Type Co.	355
Economy Engineering Co.	465
Empire Linotype School	465
Engravers' & Printers' Machinery Co.	365
Freie Kunste	350
Fuchs & Lang Mfg. Co.	362
Globe Engraving & Electrotype Co.	352
Gloss-Emboss Printing Process	473
Gould & Eberhardt. See transfer-press advertisement in November issue.	
Graphic Arts	476
Graphic Arts Year Book	472
Hamilton Mfg. Co.	322
Hellmuth, Charles	348
Herrick Press	464
Hexagon Tool Co.	471
Hickok, W. O., Mfg. Co.	340
Hoole Machine & Engraving Works	352
Huber, J. M.	341
Ideal Coated Paper Co.	472
Ideal Sanitary Supply Co.	341
Inland Printer Technical School	345
Inland Stationer	476
International Correspondence Schools	347
I. T. U. Commission	467
Jaenecke Printing Ink Co.	336
Johnson, Charles Eneu, & Co.	360
Johnson Automatic Roller Rack Co.	343
Juengst, Geo., & Sons	346
Keystone Type Foundry	368
Kidder Press Co.	360
Kimble Electric Co.	368
Lanston Monotype Machine Co.	344
Latham Machinery Co.	360
Marseilles Wrapping Paper Co.	464
Master Printer Pub. Co.	368
Mechanical Appliance Co.	359
Megill, E. L.	459
Meisel Press & Mfg. Co.	346
Mergenthaler Linotype Co.	Cover
Miehle Printing Press & Mfg. Co.	Cover
Miller Saw-Trimmer Co.	355
Mittag & Volger	465
Modern Machine Co.	338
Morgans & Wilcox Mfg. Co.	358
Morrison, J. L., Co.	338
National Lithographer	350
National Machine Co.	342
National Steel & Copper Plate Co.	465
Oswego Machine Works	335
Paper Dealer	464
Parker, Thomas & Tucker Paper Co.	359
Parsons Trading Co.	351
Peerless Electric Co.	347
Potter Printing Press Co.	480
Printing Art	472
Process Engravers' Monthly	350
Provost, M. R.	464
Queen City Printing Ink Co.	328
Redington, F. B., Co.	463
Regina Co.	355
Review Printing & Embossing Co.	346
Richmond Electric Co.	472
Riessner, T.	338
Rising, B. D., Paper Co.	344
Robbins & Myers Co.	348
Roberts Numbering Machine Co.	344
Rosendal, Geo. T., & Co.	464
Rouse, H. B., & Co.	474
Scott, Walter, & Co.	331
Seybold Machine Co.	329
Shepard, Henry O., Co.	332-463
Sheridan, T. W. & C. B., Co.	333
Shniedewend, Paul, & Co.	357
Sleight Metallic Ink Co.	357
Sprague Electric Co.	365
Sullivan Machinery Co.	465
Swigart Paper Co.	468
Swink Printing Press Co.	343
Tarcolin	465
Tatum, Sam'l C., Co.	478
Taylor, Arthur S.	463
Thompson Type Machine Co.	363
Thomson, John, Press Co.	334
Triumph Electric Co.	356
Ullman, Sigmund, Co.	Cover
Union Card & Paper Co.	471
Universal Type-Making Machine Co.	356
U. S. Photogravure Co.	465
Van Allens & Boughton	475
Wagner Mfg. Co.	460
Wanner, A. F., & Co.	474-478
Wanner Machinery Co.	473
Want Advertisements	459
Warren, S. D., & Co.	463
Watzelhan & Speyer	351
Western States Envelope Co.	471
Westinghouse Electric & Mfg. Co.	357
West Virginia Pulp & Paper Co.	366-367
White, James, Paper Co.	349
Wiggins, John B., Co.	356
Williams-Lloyd Machinery Co.	463
Wing, Chauncey	349
Wire Loop Mfg. Co.	464
Zeese-Wilkinson Co.	352-469

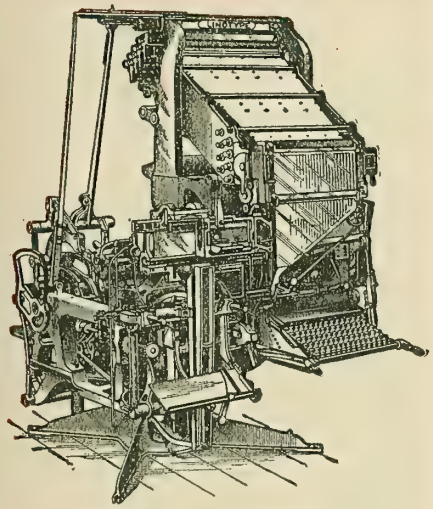
New York and Philadelphia Master Printers

Appreciate the

MULTIPLE MACHINE IDEA



Quick-Change Model 8
Three-Magazine Linotype



Quick-Change Model 9
Four-Magazine Linotype

Williams Printing Company,
New York City
Two Quick-Change Model 9
Four-Magazine Linotypes.

De Vinne Press, New York City
Two Quick-Change Model 8
Three-Magazine Linotypes.

Stephen Greene Company,
Philadelphia
Two Quick-Change Model 9
Four-Magazine Linotypes.

Harper & Brother Company,
Philadelphia
One Quick-Change Model 8
Three-Magazine Linotype.

These Master Printers Have Not Studied Their Hour Costs in Vain

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 638-646 Sacramento St. NEW ORLEANS: 549 Baronne St.

TORONTO—Canadian Linotype, Ltd., 35 Lombard Street

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik G.m.b.H., Berlin, Germany

BUENOS AIRES—Hoffmann & Stocker
RIO JANEIRO—Emile Lambert
PORTO ALEGRE (Brazil)—Edwards, Cooper & Co.
HAVANA—Francisco Arredondo
SANTIAGO (Chile)—Enrique Davis

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. — Parsons Trading Co.
TOKIO—Teijiro Kurosawa

Recent Decisions *on the* Press Question

Below are given the names of 49 purchasers who recently installed 66 presses, and who reached a decision as to which is the best press to *buy*. These same concerns have been confronted with the same question 650 times before and reached the same decision. They now have 716 Miehle Presses.

The Miehle

The Sherwin-Williams Co	Cleveland, Ohio	1
Previously purchased 3 Miehles		
The Williams Printing Co	New York City	4
Previously purchased 23 Miehles		
A. D. Weinthrop Co	Chicago, Ill	2
Previously purchased 1 Miehle		
Wilbert Garrison Co	New York City	1
Previously purchased 1 Miehle		
W. G. Lloyd & Co	Chicago, Ill	1
Previously purchased 6 Miehles		
H. J. Heinz Co	Pittsburgh, Pa	1
Trow Directory Ptg. & B. B. Co	New York City	3
Previously purchased 4 Miehles		
Herm, Stoltz & Co	Rio de Janeiro	2
The McClure Co	Staunton, Va	1
Previously purchased 1 Miehle		
Stewart Ptg. Co	Chicago, Ill	1
The Edwards Mfg. Co	Cincinnati, Ohio	1
Peterson & Kimball Co	Chicago, Ill	1
Previously purchased 3 Miehles		
David C. Cook Pub. Co	Elgin, Ill	2
Previously purchased 3 Miehles		
MacGowan-Cooke Ptg. Co	Chattanooga, Tenn	1
The Rockwell & Churchill Press	Boston, Mass	1
Previously purchased 3 Miehles		
Frank D. Jacobs	Philadelphia, Pa	1
Duroc Ptg. & Pub. Co	Peoria, Ill	1
Previously purchased 1 Miehle		
The R. L. Bryan Co	Columbia, S. C	1
Previously purchased 2 Miehles		
The Swayze Advertising Co	Canton, Pa	1
Previously purchased 1 Miehle		
N. J. Schless & Co	New York City	3
Presses shipped to Europe during October		8
Previously shipped to Europe 537 Miehles		

Press Publishing Co., Ltd	Victoria, B. C	1
L. Lowenhaupt & Co	Brooklyn, N. Y	1
Patteson Press	New York City	1
E. C. Kropp Company	Milwaukee, Wis	1
Previously purchased 6 Miehles		
Inland Ptg. & Bdg. Co	Springfield, Mo	2
Previously purchased 1 Miehle		
Metropolitan Lith. & Pub. Co	Boston, Mass	1
Previously purchased 2 Miehles		
J. W. Clement Co	Buffalo, N. Y	1
Previously purchased 13 Miehles		
Guillermo Kraft	Buenos Aires, S. A	1
The Richmond & Backus Co	Detroit, Mich	2
Previously purchased 7 Miehles		
Arthur D. Gossman	Portland, Ore	1
J. W. Menaugh Ptg. Co	St. Louis, Mo	1
The Geneva Ptg. Co	Geneva, Ohio	1
Previously purchased 1 Miehle		
American Loose Leaf Mfg. Co	Chicago, Ill	1
Previously purchased 4 Miehles		
John Bornman & Son	Detroit, Mich	2
Previously purchased 5 Miehles		
Feldbush-Bowman Ptg. Co	St. Louis, Mo	1
Previously purchased 2 Miehles		
Kenfield-Leach Co	Chicago, Ill	2
Previously purchased 9 Miehles		
P. Licari & Co	New York City	1
The Great Atl. & Pac. Tea Co	Jersey City, N. J	1
Pub. House of the Evangelical Assn	Cleveland, Ohio	2
Previously purchased 4 Miehles		
Ackerman-Quigley Ptg. Co	Chicago, Ill	2
Previously purchased for this and other branches 6 Miehles		
Standard Oil Co	Cleveland, Ohio	2
Previously purchased 1 Miehle		

Shipments for October, 1911—66 Miehle Presses

The Miehle Printing Press & Manufacturing Company

FACTORY: Corner Fourteenth and Robey Streets — Chicago, Illinois, U. S. A. — SOUTH SIDE OFFICE: 326 S. Dearborn Street

New York Office, 38 Park Row — Philadelphia Office, Commonwealth Building — Boston Office, 164 Federal Street — Dallas Office, 411 Juanita Building

San Francisco Office, 401 Williams Building, 693 Mission Street — Portland, Ore., Office, 506 Manchester Building, 85½ Fifth Street

6 Grunewaldstrasse, Steglitz-Berlin, Germany — Societe Anonyme des Presses Typographiques Miehle, 7 Rue Laffitte, Paris, France

The Inland Printer



January—1912

Vol. 48—No. 4

Price 30c

F. J. TREZISE

CAUTION

When Doubletone Inks are specified
It means Ullman's genuine
Doubletone Inks or Ullmanines.
You may not detect the counterfeits
But your customer will.
In imitative specimen books
Not only our very designations
Are frequently appropriated
But sometimes to mislead and deceive
Our Inks Themselves Are Used.
These can, however, be obtained only
From us or our recognized agents.

Sigmund Ullman Co.

New York (uptown)	Philadelphia
New York (downtown)	Cleveland
Chicago	Cincinnati



THE QUALITY OF BUTLER SERVICE

In the conduct of our business, service consists of more than simply the prompt filling of orders. BUTLER SERVICE includes dependable quality of paper merchandise; the rapid, careful filling of orders and punctual shipment of goods; immediate, courteous and intelligent attention to correspondence; impartial treatment of customers; and the charging of fair prices.

We have always appreciated the fact that the very nature of the business of printers demands *service*. Through the sixty-eight years of our business experience we have developed an organization which is loyal to our standard of distinct, co-operative *service*—BUTLER SERVICE.

We would like an opportunity to demonstrate the value of BUTLER SERVICE to you, if you are not already enjoying it.

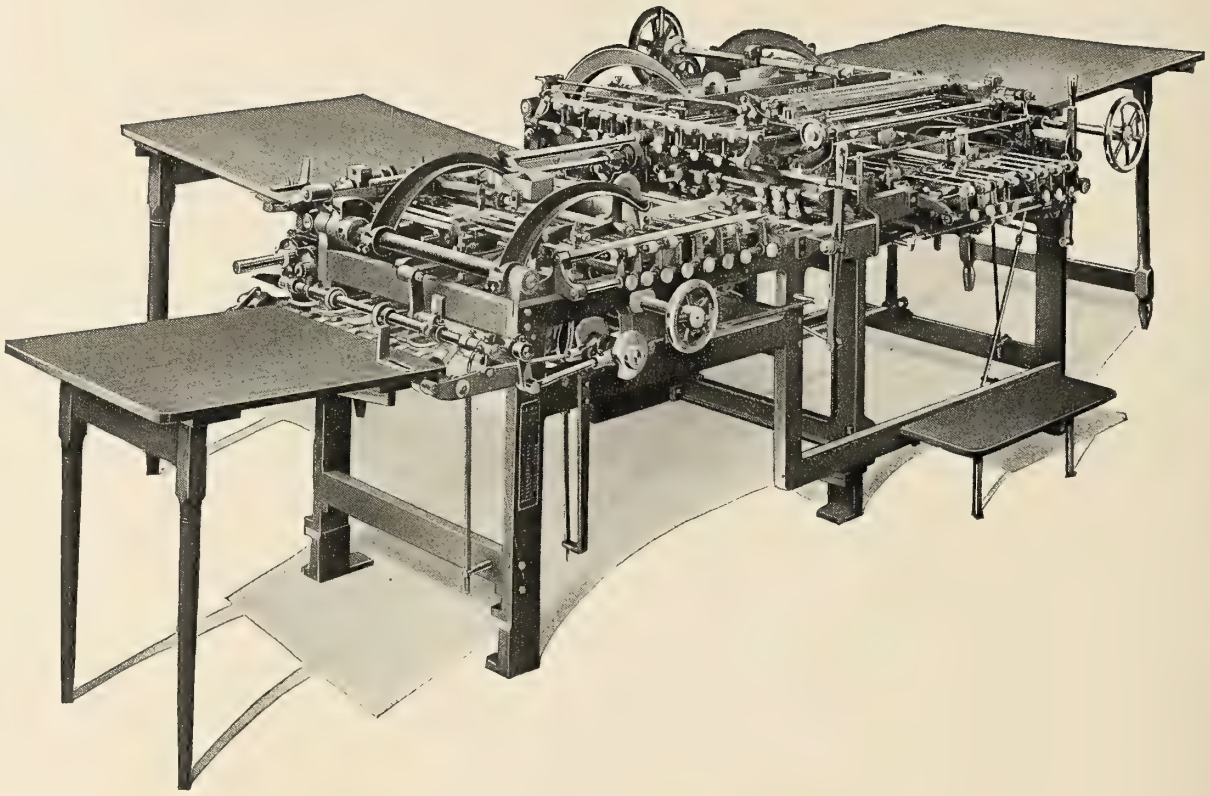
DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co.	Milwaukee, Wisconsin
Interstate Paper Co.	Kansas City, Missouri
Southwestern Paper Co.	Dallas, Texas
Southwestern Paper Co.	Houston, Texas
Pacific Coast Paper Co.	San Francisco, California
Sierra Paper Co.	Los Angeles, California
Oakland Paper Co.	Oakland, California
Central Michigan Paper Co.	Grand Rapids, Michigan
Mutual Paper Co.	Seattle, Washington
American Type Founders Co.	Spokane, Washington
American Type Founders Co.	Vancouver, British Columbia
National Paper & Type Co. (Export only)	New York City
National Paper & Type Co.	City of Mexico, Mexico
National Paper & Type Co.	City of Monterey, Mexico
National Paper & Type Co.	Havana, Cuba

J. W. BUTLER PAPER COMPANY

Established 1844 CHICAGO

New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

MADE BY

Brown Folding Machine Co.

Erie, Pa.

Chicago
345 Rand-McNally Building

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

¶ Printers have grown so accustomed to doing business with the price-quibbler that it is almost second nature with them to search for some way to cheapen the cost of the job that they are estimating upon. A comparatively few printers have seen the fallacy in this method and have built big business by avoiding it. The majority have not changed, with the result that the element of true service is all but eliminated. The question of whether Smith & Company would be benefited by this or that has given way to the statement that Smith & Company would complain if asked to pay for it.

¶ But there is every indication of a change. The great work being done on cost finding will help materially. And the buyer of printing is learning that it is what a a piece of printed matter *does*, not what it *costs*, that establishes its true value.

Old Hampshire Bond

will cost your customer a trifle more, but is worth it to him a dozen times over. Tell him so.

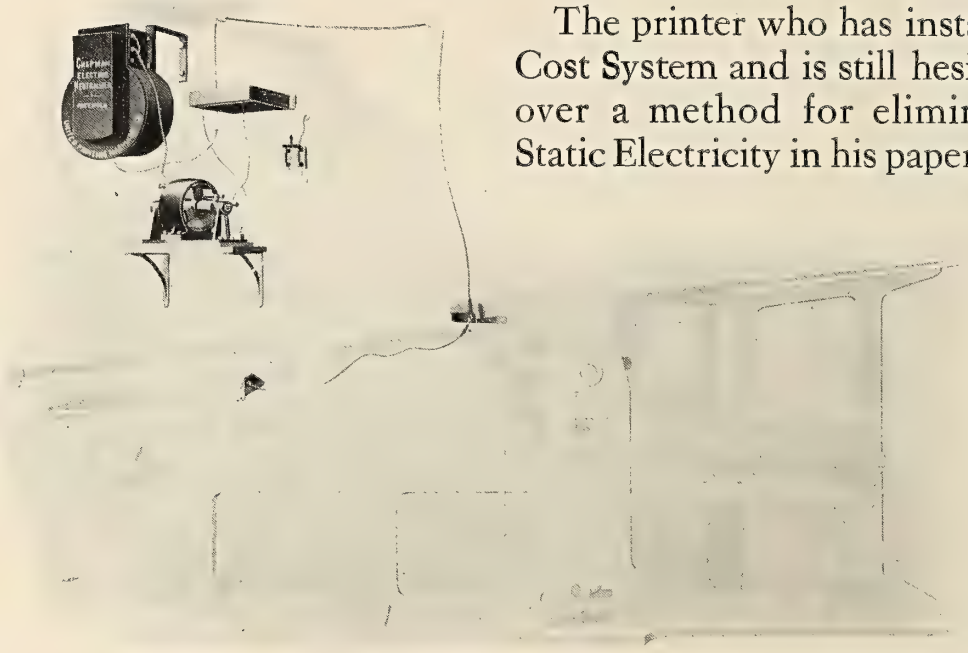


Hampshire Paper Company

The only Papermakers in the world
making Bond Paper exclusively

South Hadley Falls, Massachusetts

COSTLY HESITATION



The printer who has installed a Cost System and is still hesitating over a method for eliminating Static Electricity in his paper stock

learns, perhaps for the first time, that this is a COSTLY LEAK through which dollars and cents are disappearing.

Electricity in paper stock

Reduces Output
Hampers the Feeder
Annoys the Pressman
Wastes Material

One method only for its elimination has been uniformly successful.

Chapman's Electric Neutralizer

4,000 Presses Equipped. **Why Not Yours?**

We also sell U. P. M. Automatic Continuous Pile Feeders.

The "show me" man's Feeder.

Runs while you Load.

U. P. M.—THE TRADE-MARK OF QUALITY

SOLE SELLING AGENTS

UNITED PRINTING MACHINERY CO.

246 Summer Street, Boston — 12-14 Spruce Street, New York

Western Agent

WILLIAMS-LLOYD MACHINERY CO.

638 Federal Street, Chicago

Double Shear "Oswego Autos" Cut the Cost

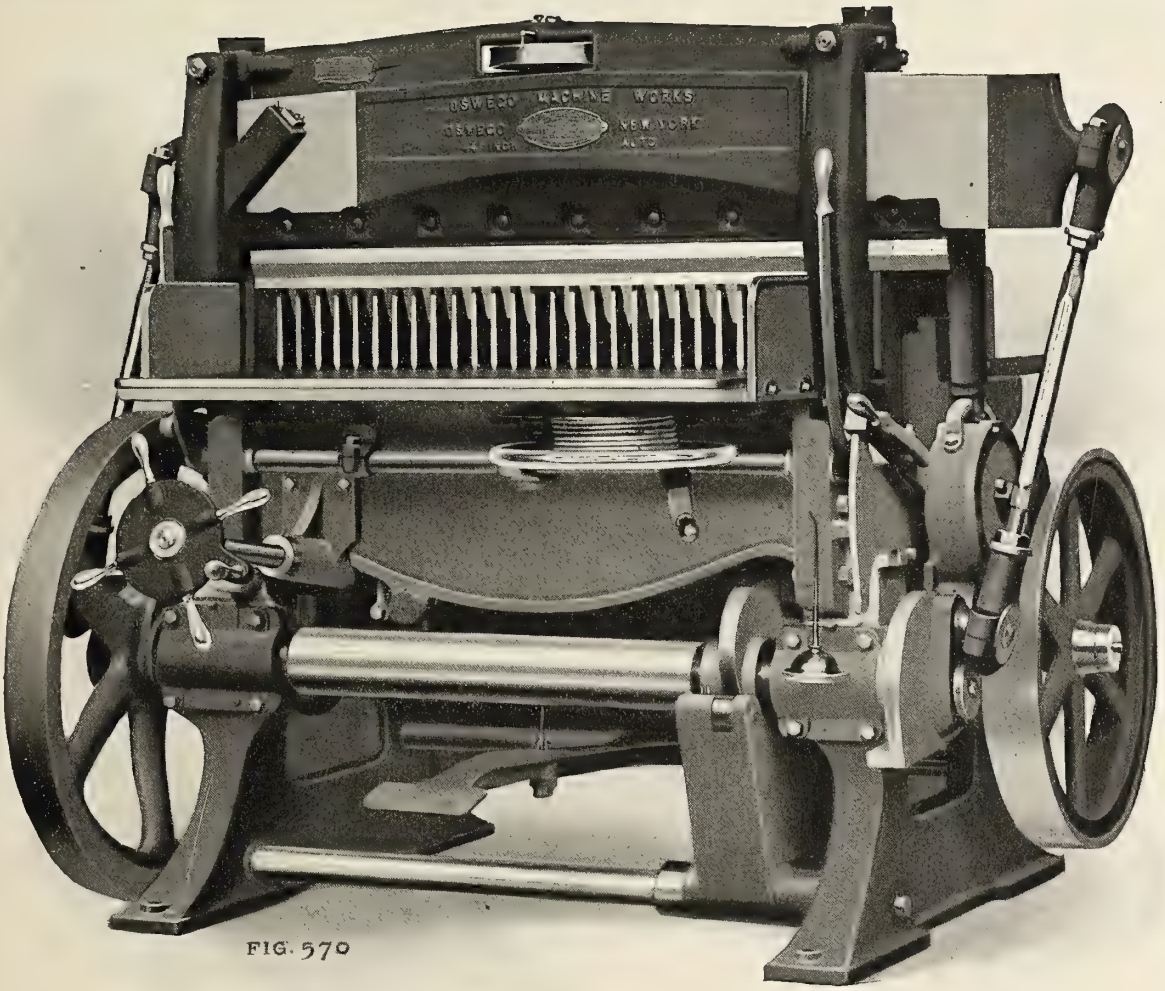


FIG. 570

The New OSWEGO Auto Rapid Production Cutters

with the Double Shear Movement are being prepared in sufficient quantities to supply a large demand. We have already installed additional machinery and equipment so as to protect our good friends and customers in the matter of delivery. As soon as enough finished stock can be completed at Oswego our New York City and Chicago stores will be stocked with a range of sizes and styles to enable instant delivery, the same day if necessary, of any one of the NINETY different OSWEGO Cutting Machines.

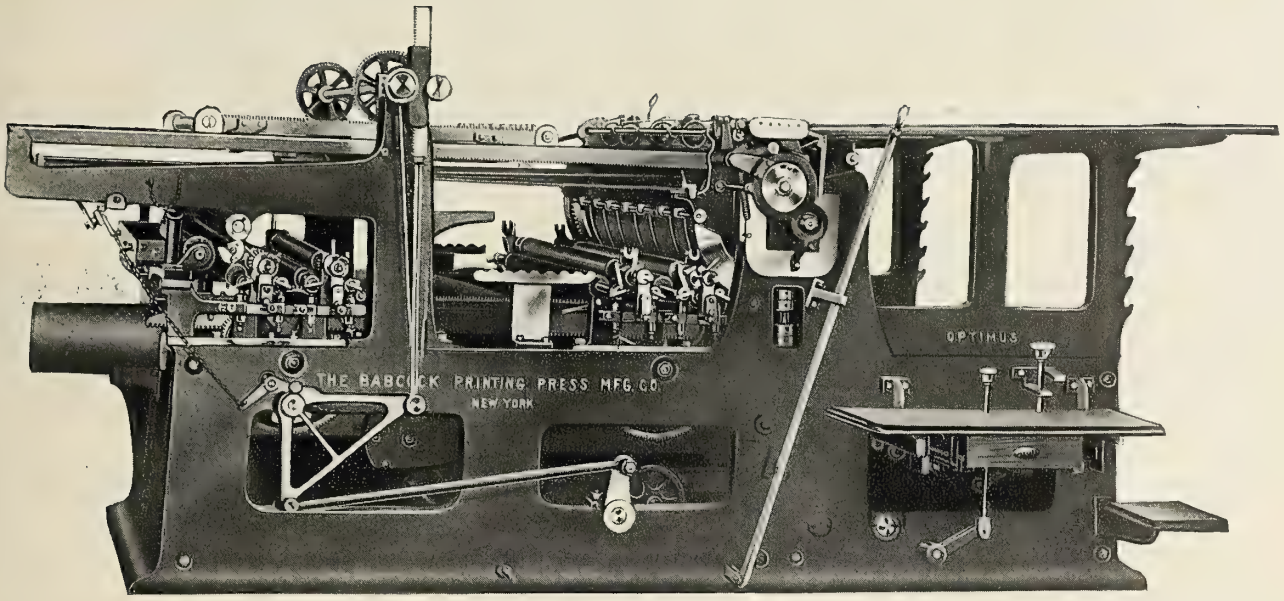
Your inquiry about the new OSWEGO Auto is solicited. It is made in sizes from 32 inches to 84 inches and in three different styles, and fitted in each case with a special equipment adapted to your exact needs. A customer of OSWEGO Machine Works gets the benefit of the latest and best world cutting practice.

If you haven't already written for our book, "Some Unvarnished Facts," describing all the OSWEGO Cutters, do so at once.

OSWEGO MACHINE WORKS, *Oswego, N. Y.*

NIEL GRAY, Jr., Proprietor


1912
ENGRAVING
DEPARTMENT
of the
HENRY O. SHEPARD Co.
SUCCESSORS
TO THE
INLAND-
WALTON
ENG. CO.
632 SHERMAN ST.
CHICAGO, ILL.
THE HENRY O. SHEPARD COMPANY
THE INLAND PRESS
CHICAGO



THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL. SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus

The Babcock Optimus

Six stiff tracks under impression are reasons why the Optimus does not gutter. Superabundant strength here and elsewhere prevents this weakness. There is as much potency in the way of its use as in the material itself.

A cylinder can be made strong enough. Support for the bed is the problem. Because we have the space others lack we put into the Optimus the heaviest and strongest impression girt in use, and on this patented tracks better calculated to enforce and maintain rigidity than any others. The massive girt and the tracks, with details of construction designed to render all supremely strong, give a sturdy six-track bed support without equal in rigidity.

Equality of bearing of the bed on the tracks is vitally necessary. The usual practice is four tracks each as long as the travel of the bed. There is no way to accurately adjust these for wear. The inside tracks wear most and quickest. A true bearing for the bed across four tracks of uneven surfaces is impossible. Guttering follows, with damaged forms and defective work. Weakness elsewhere magnifies the fault.

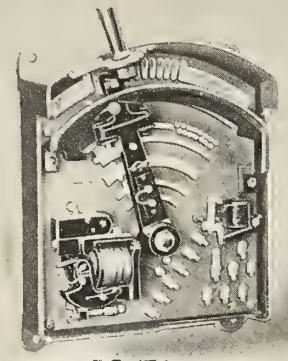
All Optimus presses, except ponies, have six-tracks under impression line—two long roller tracks and four wheel tracks. Each wheel track has three five-inch wheels, each wheel almost instantly adjustable. The two long tracks are more quickly and effectively corrected than if they were a part of a four-track device. Equality of bed bearing is readily maintained.

The wheel track is far more durable than the same length of roller track, and retains adjustment longer. The wheels have three times the wearing surface of a straight track as long as their diameters. Three wheels five inches in diameter are equivalent to a track four feet long. Four feet of straight track cannot be compressed under impression line; but it is possible to place at this point of intense strain a track of wheels having four feet of track surface on their circumferences. The advantage of wheels always has been recognized by press builders; the difficulty has been lack of accurate adjustment. Our patented device has positively and simply accomplished this.

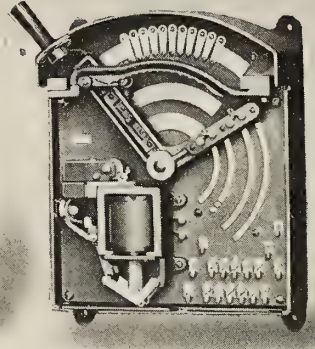
The track steel is of our own special analysis, a high grade quality giving stubborn resistance to wear. The wheels are hardened steel, ground to perfect surfaces. Tracks and wheels last the full life of the press.

The Optimus has greatest strength. It does not gutter. It will satisfy the exacting man. If his work is heavy it is the only one that will. For the same reason it endures.

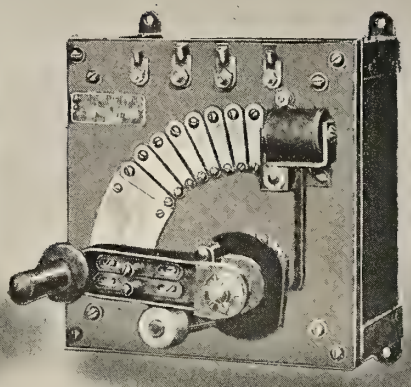
SET IN AUTHORS ROMAN



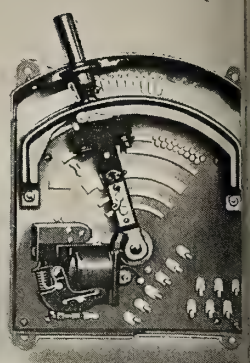
CR-171
D.C. Controller



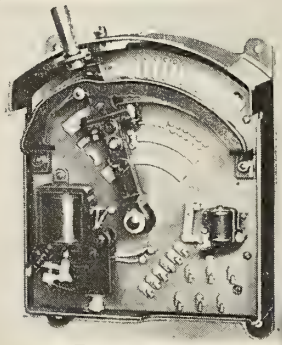
CR-172 for
RI Motors



CR-153 Armature
Regulator



CR-171-E
D.C. Controller



CR-171-A for
Small D.C. Motors

Most Complete Line *of* Printin

Making more types of printing-press controllers than any other manufacturer enables the General Electric Company to meet any special requirements by the use of slightly modified standard apparatus. A few of our most popular dial controllers are shown in the illustration.

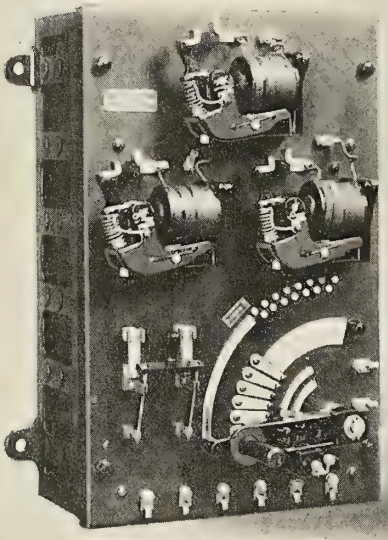
Complete information and estimates promptly furnished from our nearest office.

General Elec

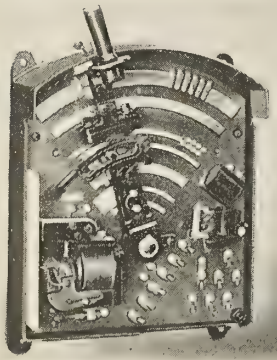
Largest Electrical Manufacturer in the Wo

SALES OFFICES:

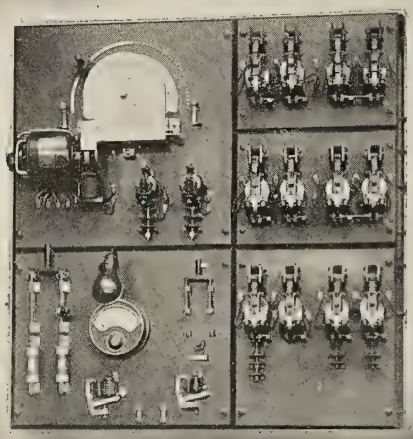
Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boise, Idaho.
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.
Charleston, W. Va.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
Cincinnati, Ohio.
Cleveland, Ohio.
Columbus, Ohio.
Denver, Colo.
Detroit, Mich.
*(Off. of Sol'g Agt
Erie, Pa.
Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Cal.



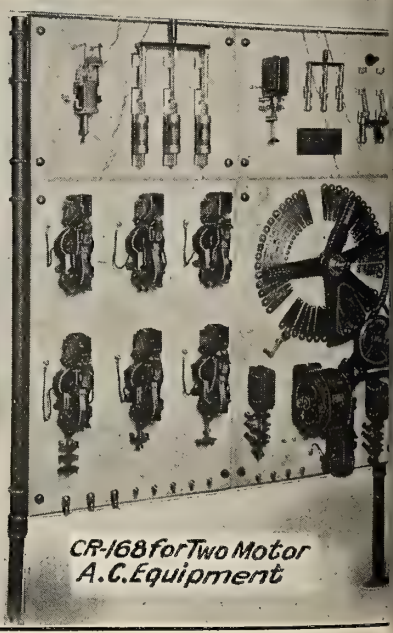
CR-205-A for
Remote D.C. Control



CR-169-A
D.C. Controller



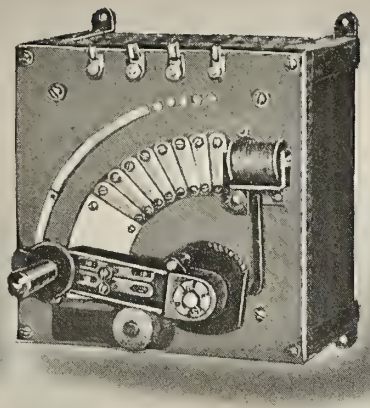
CR-168 for Two Motor
D.C. Equipment



CR-168 for Two Motor
A.C. Equipment



R-167 for Small Slip Ring Motors



CR-164 Armature and Field Regulator



CR-171 D.C. Controller with Cover



CR-171-G D.C. Controller

Press Controllers in the World

Printing-press controllers as recommended by the General Electric Company represent years of experience of expert engineers in equipping presses of all sizes. Accumulated data are before our printing-press control specialists when your particular requirements are considered. An engineer's recommendation is valuable to you only as it represents specialized experience.

ric Company

Principal Office: Schenectady, N. Y.

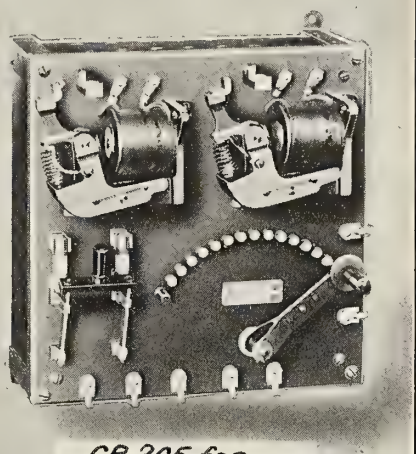
SALES OFFICES:

isville, Ky.
con, Ga.
mphis, Tenn.
neapolis, Minn.
shville, Tenn.
v Haven, Conn.
v Orleans, La.

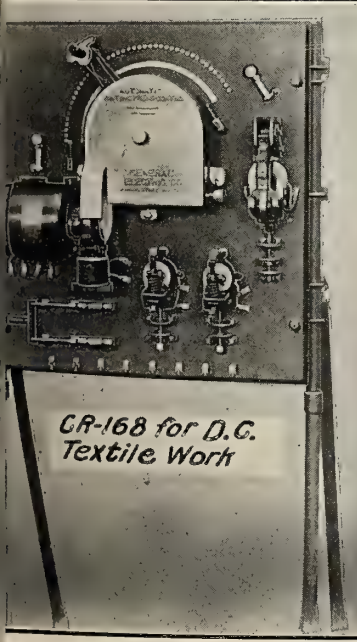
New York, N. Y.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Ore.
Providence, R. I.
Richmond, Va.
Rochester, N. Y.

Salt Lake City, Utah.
San Francisco, Cal.
St. Louis, Mo.
Seattle, Wash.
Spokane, Wash.
Springfield, Mass.
Syracuse, N. Y.

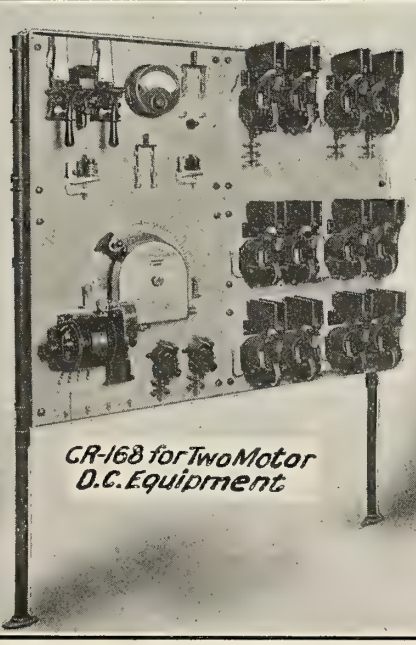
3195



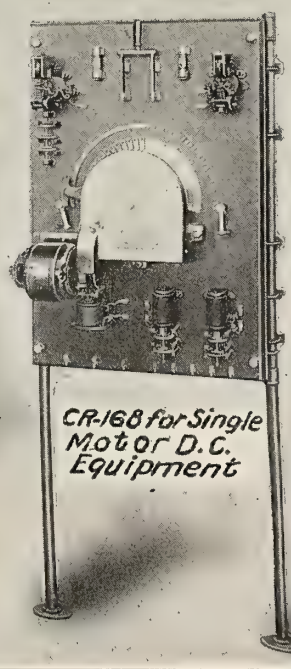
CR-205 for Remote D.C. Control



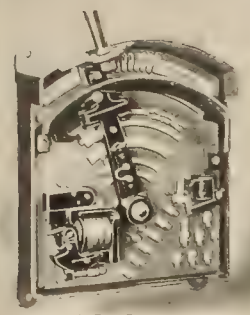
CR-168 for D.C. Textile Work



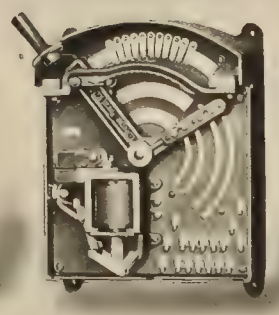
CR-168 for Two Motor D.C. Equipment



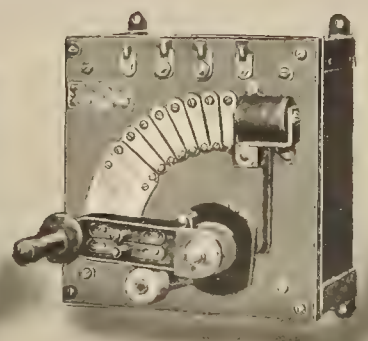
CR-168 for Single Motor D.C. Equipment



CR-171
D.C. Controller



CR-172 for
RI Motors



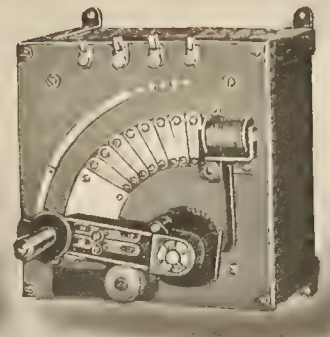
CR-153 Armature
Regulator



CR-171-E
D.C. Controller



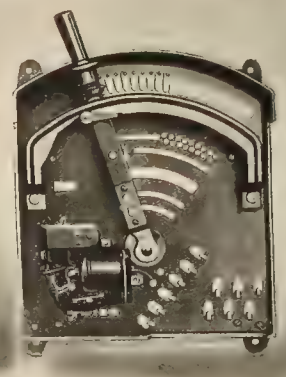
CR-167 for Small
Slip Ring Motors



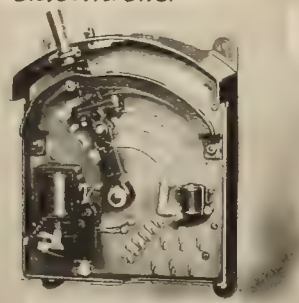
CR-164 Armature
and Field Regulator



CR-171 D.C. Controller
with Cover



CR-171-G
D.C. Controller



CR-171-A for
Small D.C. Motors

Most Complete Line *of* Printing

Making more types of printing-press controllers than any other manufacturer enables the General Electric Company to meet any special requirements by the use of slightly modified standard apparatus. A few of our most popular dial controllers are shown in the illustration.

Complete information and estimates promptly furnished from our nearest office.

General Elec

Largest Electrical Manufacturer in the World

SALES OFFICES:

Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boise, Idaho.
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.
Charleston, W. Va.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
Cincinnati, Ohio.
Cleveland, Ohio.
Columbus, Ohio.
Denver, Colo.
Detroit, Mich.
(Off. of Sol'g Agt.)
Erie, Pa.
Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Cal.

Press Controllers in the World

Printing-press controllers as recommended by the General Electric Company represent years of experience of expert engineers in equipping presses of all sizes. Accumulated data are before our printing-press control specialists when your particular requirements are considered. An engineer's recommendation is valuable to you only as it represents specialized experience.

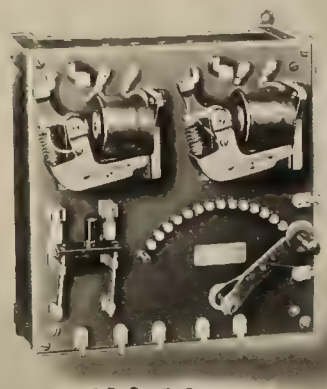
tric Company

Principal Office: Schenectady, N. Y.

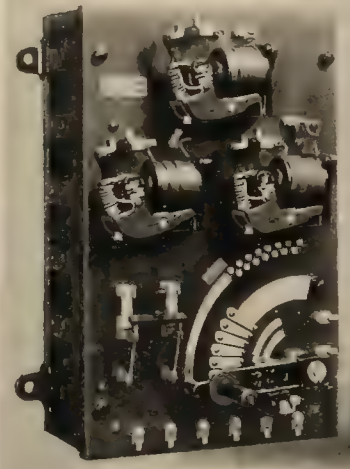
SALES OFFICES:

[illegible], Ky.
Macon, Ga.
Memphis, Tenn.
Minneapolis, Minn.
Nashville, Tenn.
New Haven, Conn.
New Orleans, La.
New York, N. Y.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Ore.
Providence, R. I.
Richmond, Va.
Rochester, N. Y.
Salt Lake City, Utah.
San Francisco, Cal.
St. Louis, Mo.
Seattle, Wash.
Spokane, Wash.
Springfield, Mass.
Syracuse, N. Y.

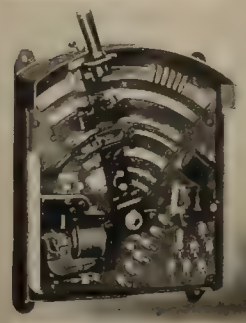
3195



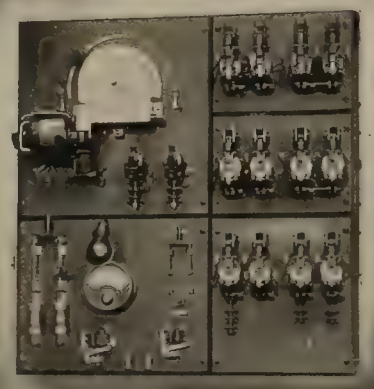
CR-205 for
Remote D.C. Control



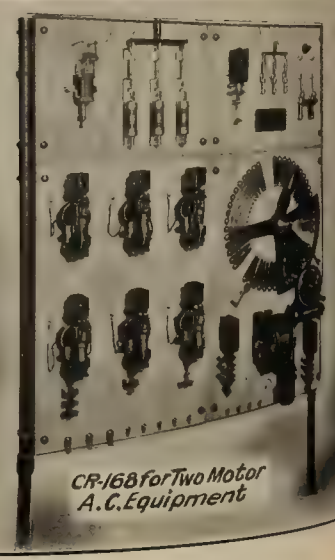
CR-205-A for
Remote D.C. Control



CR-169-A
D.C. Controller



CR-168 for Two Motor
D.C. Equipment



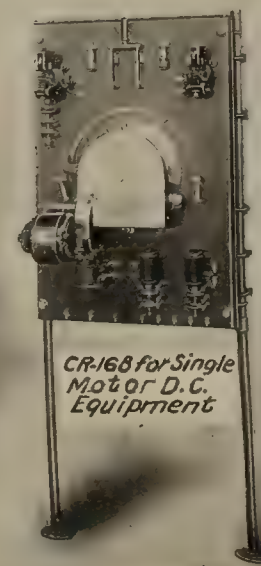
CR-168 for Two Motor
A.C. Equipment



CR-168 for D.C.
Textile Work



CR-168 for Two Motor
D.C. Equipment



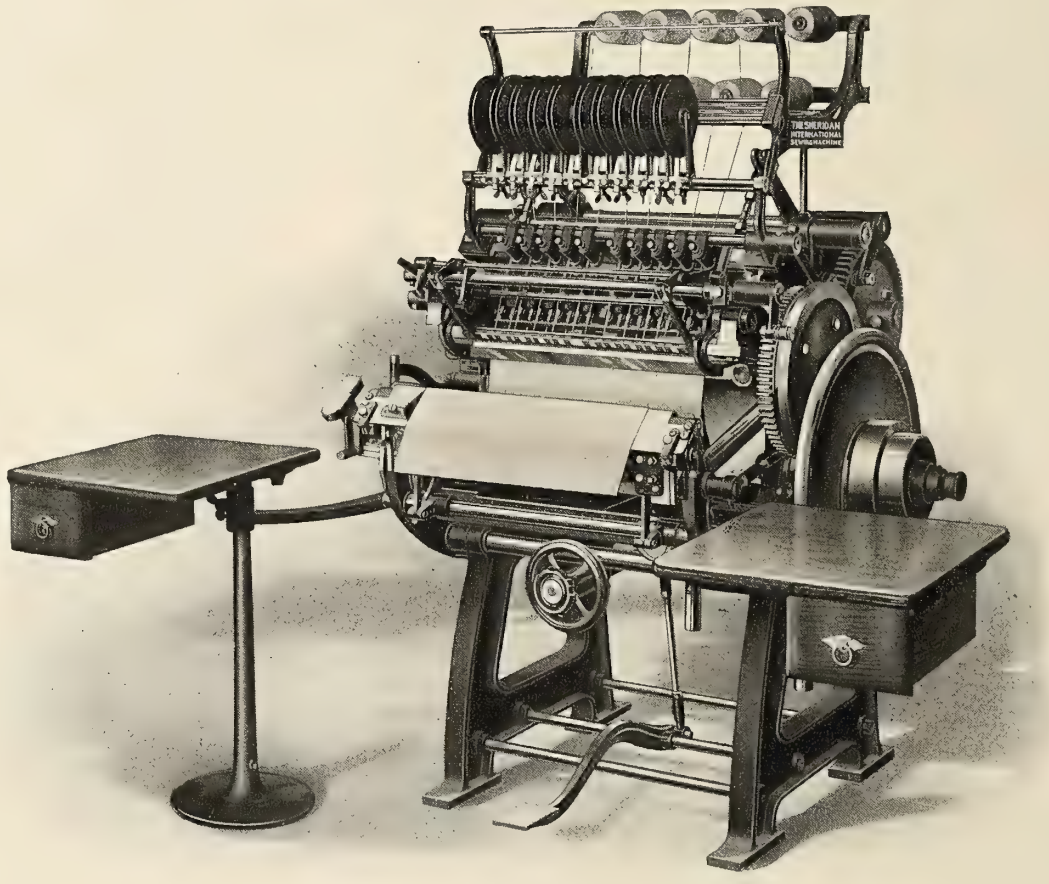
CR-168 for Single
Motor D.C.
Equipment

THE LATEST AND BEST

SHERIDAN INTERNATIONAL

SEWING MACHINES

MADE IN THREE DIFFERENT STYLES AND FOUR SIZES
COVERING THE FULL RANGE IN SIZE AND EVERY CLASS
OF BOTH EDITION AND BLANK BOOK WORK



No. 4, Size 18 inches

THE MACHINES ARE SPLENDIDLY CONSTRUCTED. THEY CAN DO BETTER AND TIGHTER SEWING. THEIR CAPACITY IS GREATER THAN ANY OTHER MACHINE ON THE MARKET TO-DAY

Let Us Send You Our Booklet on Sewing Machines

T. W. & C. B. SHERIDAN CO.

Established 1835

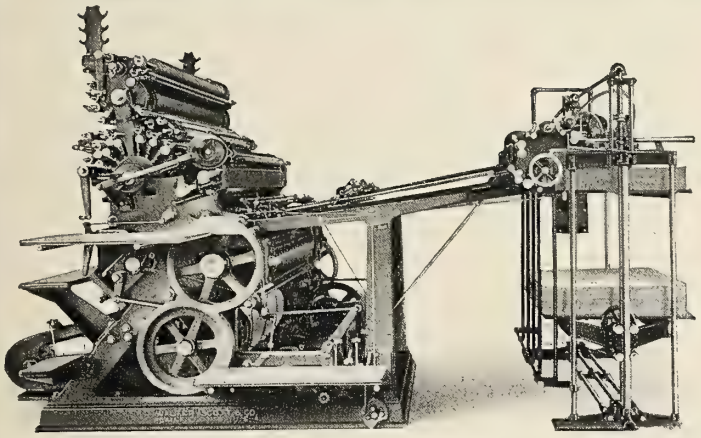
OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK **17 S. Franklin Street, CHICAGO**
65-69 Mount Pleasant, LONDON, E. C., ENGLAND

You Are Certainly Interested

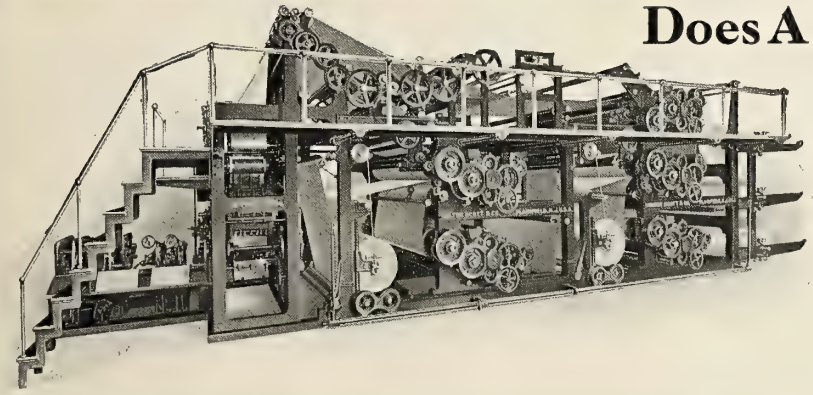
In the Latest Improved

SCOTT PRINTING PRESSES



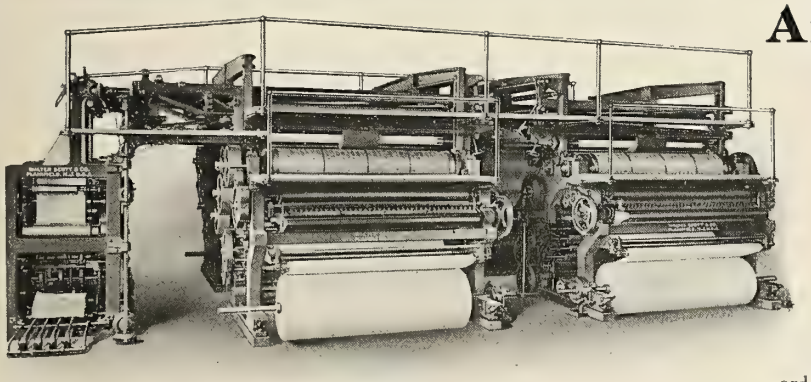
Are You Interested in Offset Presses?

You certainly ought to be, for the day is surely coming when the fine art work now printed on flat bed presses will be printed on an Offset. The Scott Offset Presses are peculiarly adapted to suit the printer, for we make them to print a sheet up to 39 x 54 in. or 39 x 58 in., and they are doing the finest printing in the land to-day. The American Lithographing Co., of New York, after using several of our machines for over a year, have given us an order for several more. Other large concerns are installing them all over the country and all we ask is an opportunity of submitting a proposition for your consideration on one of these machines. SEND FOR PAMPHLET.



Does A Rotary Magazine Press Interest You?

You will find that the Scott Two-Roll Magazine Press is capable of doing a great variety of work. It will print and fold magazines of from 4 to 80 pages, printing one-half of the pages in color. It will also take covers that have been previously printed on Flat-bed Presses, fold and wire stitch same perfectly. If you print a magazine and require a press, it will certainly pay you to confer with us.



Are You Interested in Newspaper Presses?

Then the Scott Multi-Unit Press should certainly be investigated by you. This machine has been examined by mechanical experts from all over the country and every one who has seen it praises its construction, for it is the strongest, simplest and most accessible press ever built. It is capable of printing at the highest rate of speed and the combinations on it are such that can not be made on any other machine. Before you order another Web Press, it will certainly pay you to look into the merits of the Scott Multi-Unit.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey

NEW YORK, 41 Park Row **CHICAGO, Monadnock Block**



Why Do They Come Back?

—Simply because the printers and users of *quality ink* are learning that they can be easily satisfied with inks made by

JAENECKE

There are printing inks and printing inks, but when tired of experimenting, come back—as all good people do—to the reliable products of Jaenecke. The works in Newark are celebrated for the skill used in the laboratory, the care exercised in the purchase and preparation of raw materials, and for the judgment and conscientious effort put into the making of the finished product.

ASK FOR OUR SPECIMEN-BOOK

Main Office and Works—NEWARK, N. J.

THE JAENECKE PRINTING INK CO.

CHICAGO OFFICE: New Number, 531 S. Dearborn Street

Old Number, 351 Dearborn Street

NEW YORK PHILADELPHIA ST. LOUIS DETROIT

PITTSBURG BALTIMORE

READ THIS LETTER

and See How Money is Made Today in Job Work

BELL PHONE MAIN 6338 — HOME PHONE MAIN 2267

Stock Yards Printing Company
(INCORPORATED)
J. W. SMITH, PRES. & TREAS.

WE BELIEVE IN BEING HONEST AND FAIR WITH OUR FELLOWMEN IN ALL THINGS

PRINTING FOR ALL PURPOSES, FROM THE NECESSARY FORMS FOR THE SUCCESSFUL TRANSACTION OF BUSINESS TO THE ARTISTIC EFFECTIVE CATALOGUE DESIGNED TO INFORM AND INFLUENCE THE PROSPECTIVE CUSTOMER.

WE BELIEVE IN DOING THINGS NOT MERELY THEORIZING

ROOMS 101-105 LIVE STOCK EXCHANGE BUILDING

Kansas City, Mo. October 21, 1911.

The Autopress Company,
New York City, N. Y.

Gentlemen:

It gives me a great deal of pleasure to congratulate you on your Autopress. Previous to my buying your Autopress I was inclined to be dubious from information given by those who thought they knew something of the Autopress, but who, I afterwards found, were more or less prejudiced.

Finally, I made up my mind to make a thorough investigation. I came to the conclusion that an Autopress was what I wanted in my plant. The first one was installed about August 16th. After seeing it thoroughly put up by your very capable man, J. Speiser, with what instructions he had given me and my men, we were able to turn out more work per day than we had been doing on four jobbers.

Then I concluded I wanted another Autopress. If one was good, two were better. I now have a second Autopress running. I am just as favorably impressed with the second as I was with the first. If my business continues to improve, I may need a third.

I feel that it will fill the want of any printing office that needs hurry up work. Last Thursday and Friday we printed 37,000 on the Autopress each day with 15 make-readys each day. These forms all ran 8-1/2 x 11 and were about the same character of work, some being imitation typewriter and others ordinary Roman type.

Another feature that bothered me, before buying I had the impression that I might have to put on one or two high priced experts to handle an Autopress. I do not find it so. On the contrary, your Mr. Speiser demonstrated that our regular pressman could run it, so I ordered the second press. My pressman now runs the two Autopresses and a cylinder with the help of two feeders. I have dispensed with the services of six men and have effected a considerable reduction in the payroll.

Again I wish to congratulate you on the performance of your modern press.

Yours truly,

J. W. Smith

President.

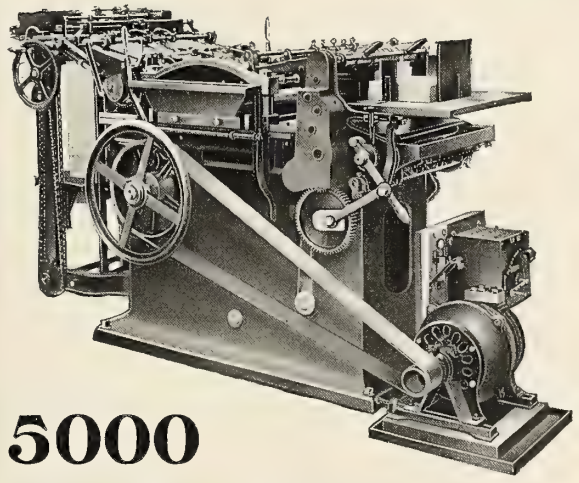
You ought to know about the Autopress and its remarkable capacity. Send today for particulars.

Note particularly what Mr. Smith states, viz:

1. That one Autopress turned out more work than 4 jobbers.
2. That he was convinced in spite of prejudiced statements and installed a second Autopress; and is now contemplating putting in a third.
3. That, including 15 make-readies, 37,000 impressions were secured as a single day's work.
4. That one pressman runs his 2 Autopresses and a cylinder with the help of 2 feeders, saving 6 men and a big pay-roll.

Hundreds of Autopresses in use now. Is it any wonder?

Sold on Easy Terms



5000 Per Hour from Type or Flat Plates

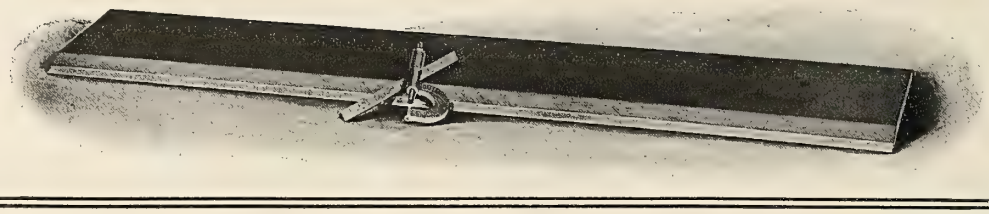
THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.

TRADE MARK "Micro-Ground." COES

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

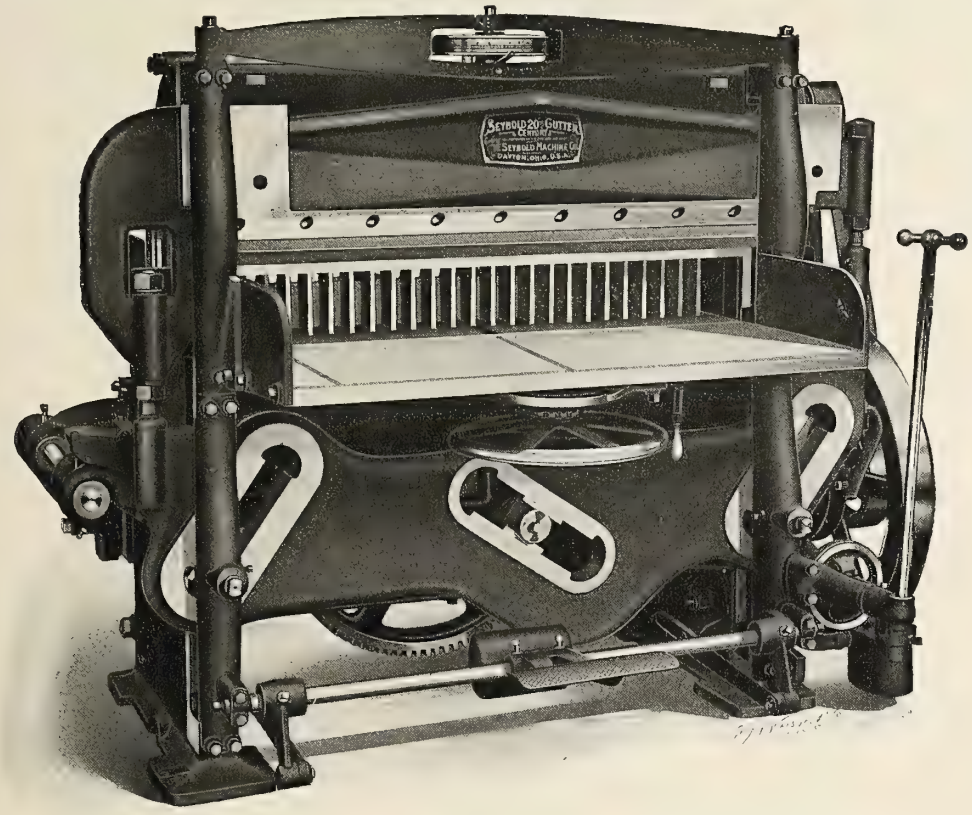
NEW YORK OFFICE—W. E. ROBBINS, 21 Murray Street
Phone, 6866 Barclay

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	1830 to 1905

COES is Always Best!

The Seybold 20th Century Automatic Cutting Machine



SEYBOLD PATENTS
Illustration 38-inch, 44-inch and 50-inch Sizes.

The Seybold 20th Century is the *one* cutting machine that produces *smooth and even* cutting.

WHY?

Because the shear and down cutting strains are *concentrated* and *come directly beneath the table*, the *strongest* portion of the machine, consequently *freeing the knife bar entirely from vibration.*

On all other cutters the knife bar is guided *above the table.*

LET US SEND FULL PARTICULARS

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 426 South Dearborn Street.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

"One Kimble Does Three Times as Much Work as the Other Two"

Walcott & Christy, proprietors of the Larned (Kan.) Chronoscope, know a good thing when they see it, and know how to push a good thing along.

They know that the Kimble Variable Speed Motor saves power bills, so they keep the Press with the Kimble Motor hustling all the time and use their other two presses only when they have to.

An Interesting Letter

August 5th, 1911.

Kimble Electric Company, Chicago:

"We seem to be on your follow-up list of prospects, as we receive circular letters from your company frequently. As we purchased one of your Variable Speed Motors about a year ago through our local electric company, it seems useless to spend further postage on us.

"You see, we know what a good motor you make, and if we want another, we know where to get it. We use a third horse-power Kimble Variable Speed Motor on our 10 x 15 Peerless press, and it has given excellent satisfaction. Though we have two other job presses, the Peerless with your motor does probably three-fourths of our work."

Wise men!

Not only do they save power bills, but they get

More Impressions Per Hour With Less Spoilage,

because speed is always under absolute control of the feeder.

Pressmen like the excitement of going like the very devil when they get the swing of a "dodger" job, and they appreciate the value of being able to run slow on careful color-register work.

Change of speed — up or down — is imperceptible; not by steps or jerks, and is done wholly with the foot lever.

A. C. Motors for Jobbers
A. C. Motors for Cylinders
A. C. Motors for Folders
A. C. Motors for Linotypes
A. C. Motors for Stitchers
A. C. Motors for Cutters

Kimble-ize your shop and paralyze your power bill. Let us figure on all or on any part of your equipment if you are on an alternating-current circuit.

Kimble Electric Company
1125 Washington Boulevard *Chicago*

Over 5,000 of America's Best Printers and Publishers Using Our Metallic Inks Exclusively.

Gold and Silver Inks

That Work and Print Right

Gold in various shades — copper, aluminum (silver) and colored bronze inks. Print on coated stock, such as enamel book, coated litho or plate, and glaze or flint papers, coated or enamel card stocks, imported bag papers (transparent parchmyn paper), etc.

Our inks work on job, cylinder or rotary presses and "do not pack." Print fine rule and type as well as "solids."

Retain the luster and brilliancy of bronze. In many instances superior to bronze work, giving clean, bright results, working over other inks, or can be used as a "base," giving perfect results to other colors.

BETTER THAN BRONZE

Our new process gold and aluminum inks give remarkable results on all rough covers, bonds and linens, wood and cloth stocks, and deliver a clean job at less cost — and, best of all, quickly.

We wish it understood by the printing fraternity that we are the original inventors and sole manufacturers of these inks, this process and accessories.

There are many very inferior imitations of our inks being advertised and "peddled" by would-be gold-ink concerns that have passed into the decade since our goods and improved methods have come on the market. Some even copy our advertising matter. However, we trust the intelligent printer and pressman will investigate and avoid getting "stung." A comparison of the results with our inks against any and all others is all we ask.

Our inks are fully guaranteed to do all we claim.

Write for Specimens and Literature Giving full Details and Prices

The Sleight Metallic Ink Company
Inventors and Sole Manufacturers

Chicago Office
538 So. Dearborn St.

New York City
154 Nassau St., Tribune Bldg.

Factory Office, 5907 Market St., Philadelphia, Pa.

IF YOU WANT TO BUILD A TRADE WITH THE FRENCH PRINTERS

SEND YOUR CATALOGUES AND TERMS TO THE

FONDERIE CASLON
(PARIS BRANCH)

THE LEADING IMPORTERS OF

AMERICAN MACHINERY

FOR THE FRENCH PRINTING TRADE.

(Shipping Agents: The American Express Company.)

FONDERIE CASLON, 13, Rue Sainte Cecile, PARIS

Eagle Printing Ink Co.

24 Cliff Street, New York

Why are Eagle inks first considered when inks are wanted for wet printing? It's the "know how" and quality. Allow us to refer you to some of the BIG ONES using our inks. It will surprise you.



Western Branch:
705 S. Dearborn Street, Chicago.

Factory:
Jersey City, N. J.

QUEEN CITY READY to MIX GOLD INK

WILL SAVE YOU A PRETTY PENNY AS AGAINST THE COST of BRONZING



FRDMANN

ESTABLISHED
1860



THE QUEEN CITY PRINTING INK CO.

CINCINNATI CHICAGO BOSTON
PHILADELPHIA KANSAS CITY
MINNEAPOLIS DALLAS ROCHESTER
DETROIT

RED 6810
BLACK 6600

Read This, Brother

Before You Turn the Page

DURING the past year we sold 721 motors to printers throughout the country. What do you suppose is the reason for this universal demand?

Answer:—(1) The quality of our products. (2) Our knowledge of printing-press requirements. (3) The high reputation which Triumph motors enjoy.

One printer tells another about the nice results he is getting, and soon we have another satisfied customer. If in need of equipment, write us for Bulletin 381 P.

The Triumph Electric Co.
Cincinnati, Ohio

The Qualities You Like
in a Bond Paper are
"Right There" in

TITANIC

Strength Rattle
Surface Color
Value

Moderate Price

It is worth testing. Let us send you some samples. Stocked in useful sizes and weights and attractive colors, bond finish and linen finish.

PARSONS TRADING CO.
20 VESEY STREET NEW YORK
LONDON SYDNEY MEXICO
BOMBAY MELBOURNE BUENOS AIRES
CAPE TOWN WELLINGTON HAVANA

Honest Samples



¶ Consumers asking samples in most lines of business would be insulted if tendered any substitute for the real thing.

¶ Printers, however, have followed a sort of common law inherited from the youth of the industry in showing smudgy proofs difficult to read, and in no sense representative of the finished job.



¶ Lack of proper equipment for good proofs carries part of the blame, but the advent of the *Potter Proof Press*, with its range of styles for every purpose, makes poor proofs no longer excusable.

¶ The *Potter Proof Press* gives proofs equal to print which includes color proofs, as well as black proofs.



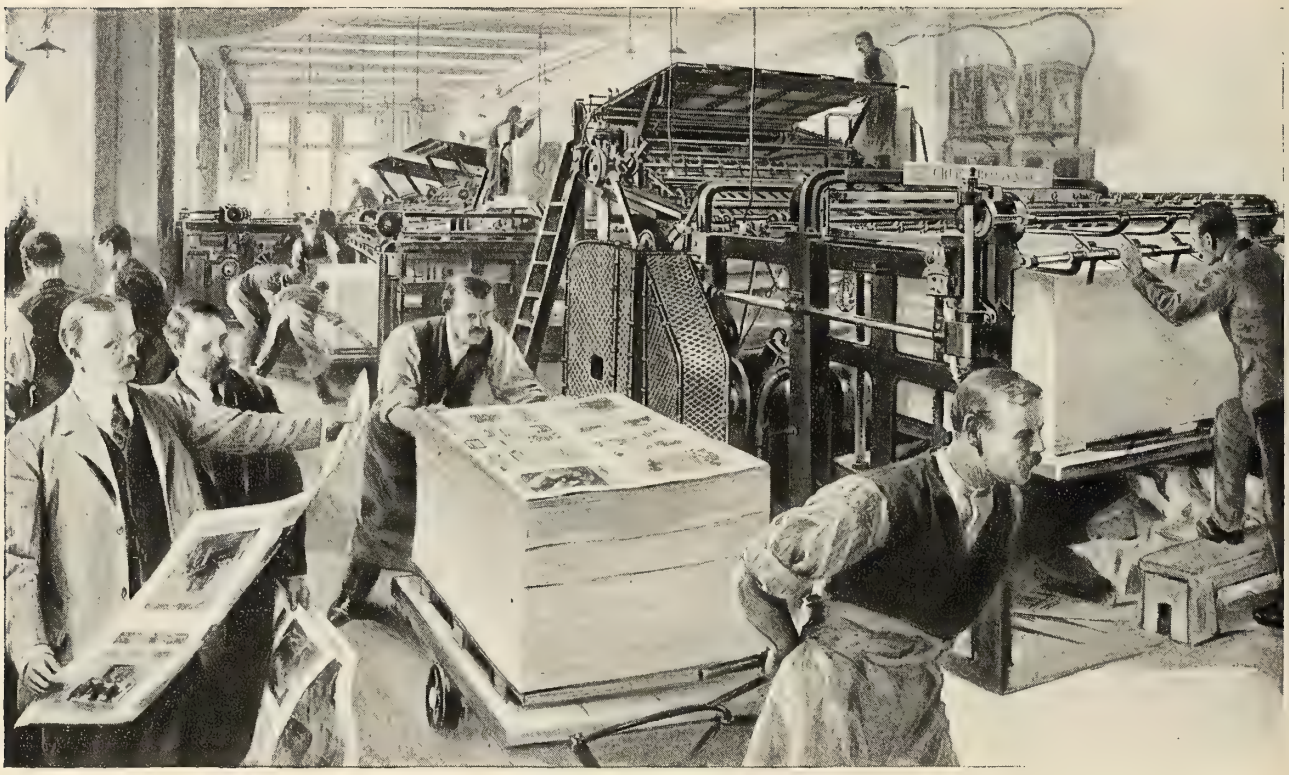
¶ Efficiency engineers have made the Potter Proof Press the *standard proofing equipment.*

Owners and Manufacturers

A. F. Wanner & Company

431 South Dearborn Street, CHICAGO

SIX
CROSS FEEDERS



ARE USED BY THE
LONDON ILLUSTRATED NEWS

in the production of its immense weekly edition of world-wide circulation. The highest efficiency in quantity and quality of output are the requirements that have led to the selection of Cross Feeders by progressive printing plants throughout the world.

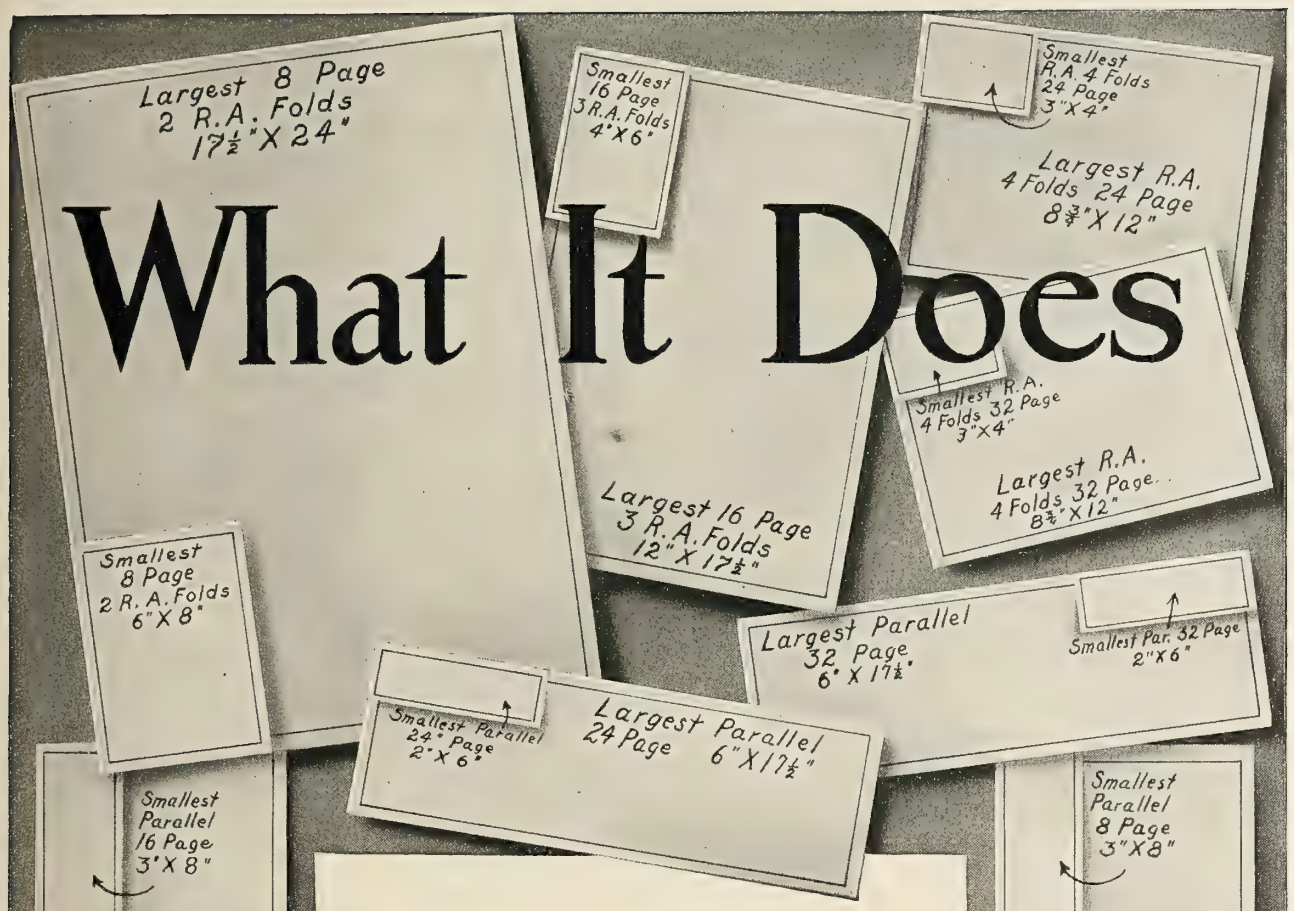
DEXTER FOLDER COMPANY

NEW YORK **CHICAGO** **PHILADELPHIA** **BOSTON**

DODSON PRINTERS SUPPLY CO.
ATLANTA, GEORGIA

BRINTNALL & BICKFORD
SAN FRANCISCO

THE J. L. MORRISON CO.
TORONTO, CANADA



What It Does

The all-around *efficiency* of **The DEXTER No. 190 JOBBING FOLDER** is here expressed in figures. They are *significant*, for they show the great range of opportunity for business getting and handling that this jobber offers. Oblong and irregular folds can also be made by special imposition

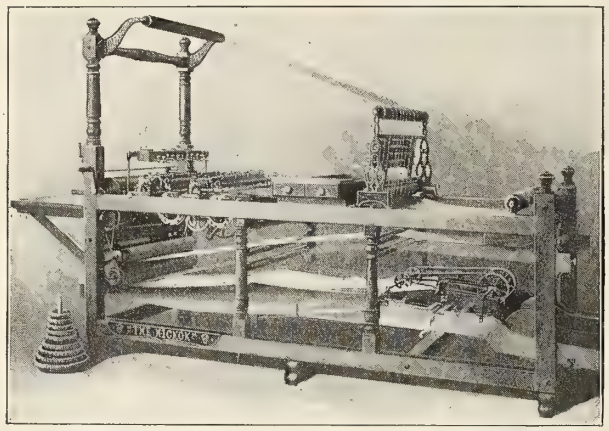
SHEET AND PAGE SIZES

Regular Work			Gang Work		
Right Angle Folds	Sheet Sizes, Inches	Page Sizes, Inches	Right Angle Folds	Sheet Sizes, Inches	Page Sizes, Inches
8 pages	12 x 16 to 35 x 48	6 x 8 to 17½ x 24	8 pages	8 x 12 to 24 x 35	3 x 8 to 8¾ x 24
16 pages	12 x 16 to 35 x 48	4 x 6 to 12 x 17½	16 pages	12 x 16 to 35 x 48	3 x 8 to 8½ x 24
24 pages	14 x 15 to 35 x 36	3½ x 5 to 8¾ x 12	24 pages	14 x 15 to 35 x 36	2½ x 7 to 6 x 17½
32 pages	14 x 20 to 35 x 48	3½ x 5 to 8¾ x 12	32 pages	14 x 20 to 35 x 48	2½ x 7 to 6 x 17½

Oblong and many irregular folds can also be made by special imposition. Write us for descriptive booklet and set of dummies.

DEXTER FOLDER COMPANY

200 Fifth Avenue, NEW YORK 431 South Dearborn Street, CHICAGO Fifth and Chestnut Streets, PHILADELPHIA 185 Summer Street, BOSTON
Dodson Printers' Supply Co., ATLANTA, GA. Brintnall & Bickford, 568 Howard Street, SAN FRANCISCO
T. W. & C. B. Sheridan, LONDON, ENGLAND The J. L. Morrison Co., TORONTO, CANADA



Style 3 Duplex O-A Automatic Striker Ruling Machine

HICKOK
Paper-Ruling Machines
AND
Ruling Pens
Bookbinders' Machinery

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.
ESTABLISHED 1844 INCORPORATED 1886
MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

JENNEY
UNIVERSAL TYPE MOTORS
ARE THE HIGH-GRADE STANDARD FOR ALL PRINTING MACHINERY

AMERICAN ROTARY VALVE CO.
SUCCESSORS TO
Jenney Electric Manufacturing Co.

GENERAL OFFICES
156 No. Dearborn St., Chicago

FACTORY
Anderson, Ind.

VACUUM CLEANING MACH'Y—AIR COMPRESSORS

Read by British and Colonial Printers the World over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of jobwork form original designs for "lifting."

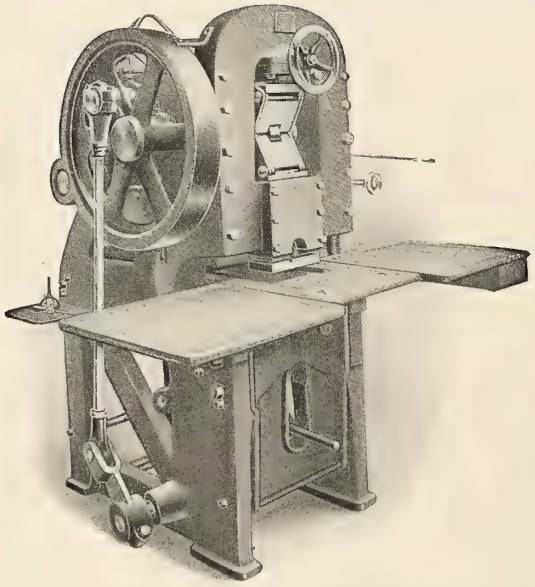
PUBLISHED BI-MONTHLY.

$2 per Annum, post free. **Specimen Copy sent on receipt of 35 Cents.**

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER and LONDON

The Carver Automatic Die Presses



Are the best for registered work, steel-plate printing, box tops, calendars, checks, photo-mounts, and all commercial work.

They are the most economically operated and cost the least for repairs.

If you would know the real worth, inquire of users; especially where they are operated with other makes.

Our *Card Feeding Attachment* will interest you.

Our presses are manufactured in the following sizes:

4½ x 9 in.	2½ x 8 in.
3½ x 8 "	2½ x 4 "

C. R. Carver Company
N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

J. H. SCHROETER & BRO., Atlanta, Ga., Southern Agents.

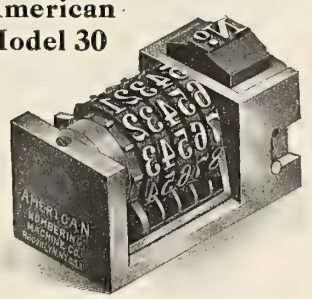


STRICTLY high-grade machine, combining strength and simplicity of construction with absolute accuracy. Steel throughout. Every machine thoroughly tested in a printing press and guaranteed accurate. Price, 5 wheels, $5.00; 6 wheels, $6.00. *For sale by dealers everywhere.*

AMERICAN NUMBERING MACHINE CO.

291 Essex Street, Brooklyn, N. Y.
169 West Washington Street, Chicago, Ill.
2 Cooper Street, Manchester, England.

American Model 30



№ 12345

Impression of Figures

1,000 Magazines for Fifty Cents

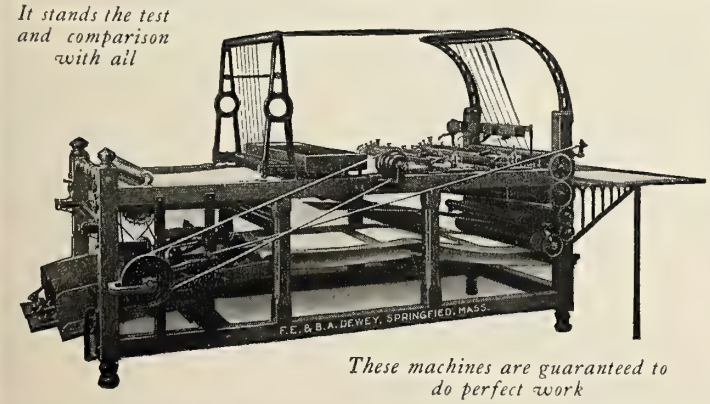
GATHERED, STITCHED AND COVERED

Labor	(1) operator		$ 3.00	
	(1) operator assistant		1.50	
	(2) good feeders		3.00	
	(1) good feeder assistant		1.00	
	(1) good take-off		1.50	
			$ 10.00	
Per M				$ 0.3703
Fixed interest		on $8,000 6%	$ 1.60	
Charges, insurance		" " 2%	.54	
Depreciation		5%	1.33	
Supt.		½%	.12	
			$ 3.59	
Per M.				$ 0.1330
3,000 books per hour X 9—27,000 books per day				$ 0.5033

GEO. JUENGST & SONS, Croton Falls, New York.

WE HAVE NO AGENTS

It stands the test and comparison with all



These machines are guaranteed to do perfect work

The Dewey Ruler

represents the highest development and efficiency in the Ruling Machine line

Those who know what constitutes a *satisfactory* Ruling Machine pay tribute to the Dewey Ruler superiority. An investigation of what our machine will do is worth your while. Its new features are worth your knowing, and before you buy, do yourself justice by getting all particulars.

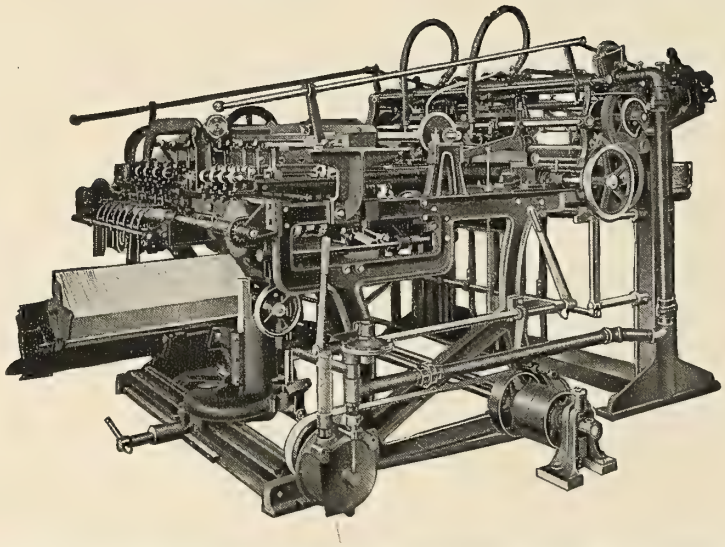
Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

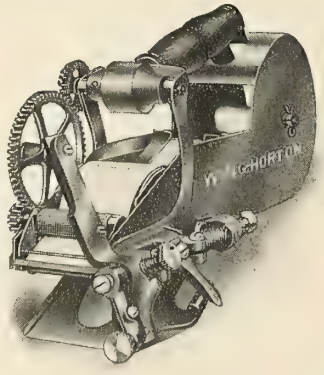
THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35x48 to 14x21 inches.

THE PRICE IS IN THE MACHINE.

CHAMBERS BROTHERS CO.
Fifty-second and Media Streets, Philadelphia, Pa.
Chicago Office: : : : : : : : 524 West Jackson Boulevard



"They Are Going Some"

Six hundred and twenty-two **Wing-Horton Mailers** were sold in 1910.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

JAMES WHITE PAPER CO.

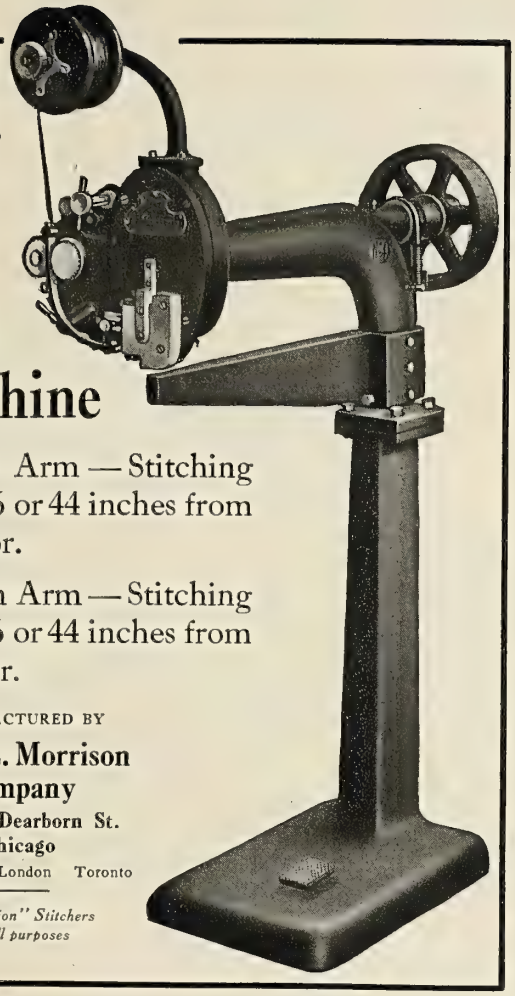


Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO

No. 4 Box Machine



12-inch Arm — Stitching point 36 or 44 inches from the floor.

20-inch Arm — Stitching point 36 or 44 inches from the floor.

MANUFACTURED BY

The J. L. Morrison Company

534 So. Dearborn St.
Chicago

New York London Toronto

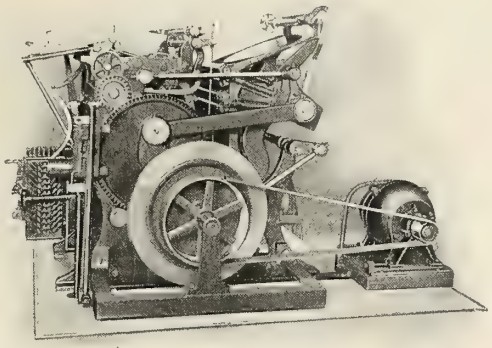
"Perfection" Stitchers for all purposes

SPRAGUE ELECTRIC

ALTERNATING AND DIRECT CURRENT

MOTORS

THE MOTORS THAT PRINTERS USE



Round Type Motor Belted to Wood and Nathan's High Speed Automatic Job Press

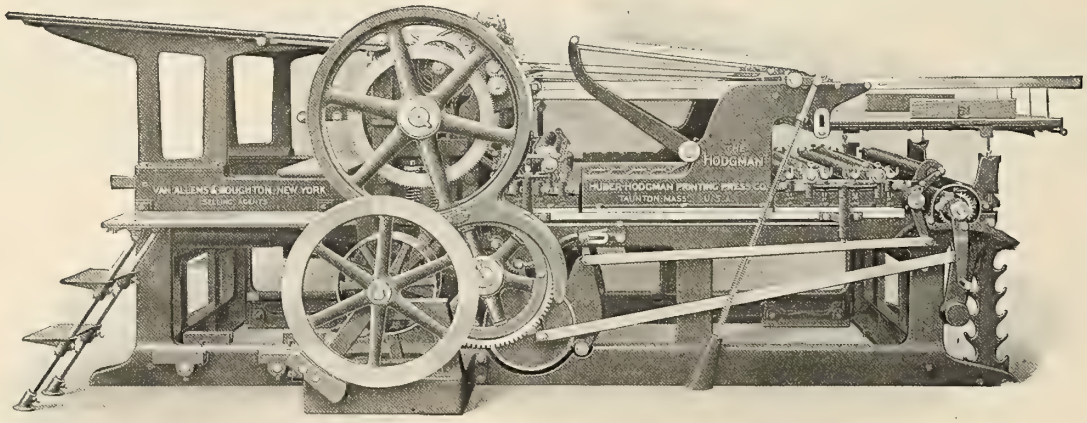
We will make recommendations leading to an increased output at decreased power cost. Equipment specifications furnished free of obligation on your part.

Ask for Descriptive Bulletin No. 2194

SPRAGUE ELECTRIC WORKS
OF GENERAL ELECTRIC COMPANY
MAIN OFFICES:
527-531 West 34th Street, New York, N. Y.
BRANCH OFFICES IN PRINCIPAL CITIES



THE HUBER-HODGMAN PRINTING PRESS



THE HODGMAN

Let us tell you about the new Hodgman Press that every purchaser claims gives more speed, makes less noise, is more rigid, and gives better satisfaction than any printing press they ever used. We can give you references from the best and largest institutions in the trade. The bed motion of the Hodgman is something new. It is the most powerful and will last a lifetime. It does away with the shoe and practically makes the spring useless. There is neither vibration nor jar in the reverse. The bed is only 34 inches from the floor, all sizes, and makes it easy to put on the heavy forms. The machine is so well built and is giving such fine satisfaction it will surely be worth your time to examine it and convince yourself before you purchase one of the old style, shoe-reversing, noisy machines. The Hodgman is a new but well-tried improvement · it will interest you; see it.

VAN ALLENS & BOUGHTON

17 to 23 Rose St. and 135 William St., New York.

FACTORY—TAUNTON, MASS.

AGENT, ENGLAND,
P. LAWRENCE PRINTING MACHINERY CO., Ltd.
57 Shoe Lane, London, E. C.

WESTERN OFFICE, 343 S. Dearborn Street,
H. W. THORNTON, *Manager*,
Telephone, Harrison 801. CHICAGO

Gage Millinery Styles for Fall 1911



M31492



M18820



M58021

Printed by The Commonwealth Press, Chicago, for Gage Brothers & Co.,
with THE AULT & WIBORG CO'S Surprise Stock,
No. 1028-31, without slip sheeting, backing up in two hours' time

M31492. Black velour sailor with flexible brim, Trimming of heavy white silk cord.

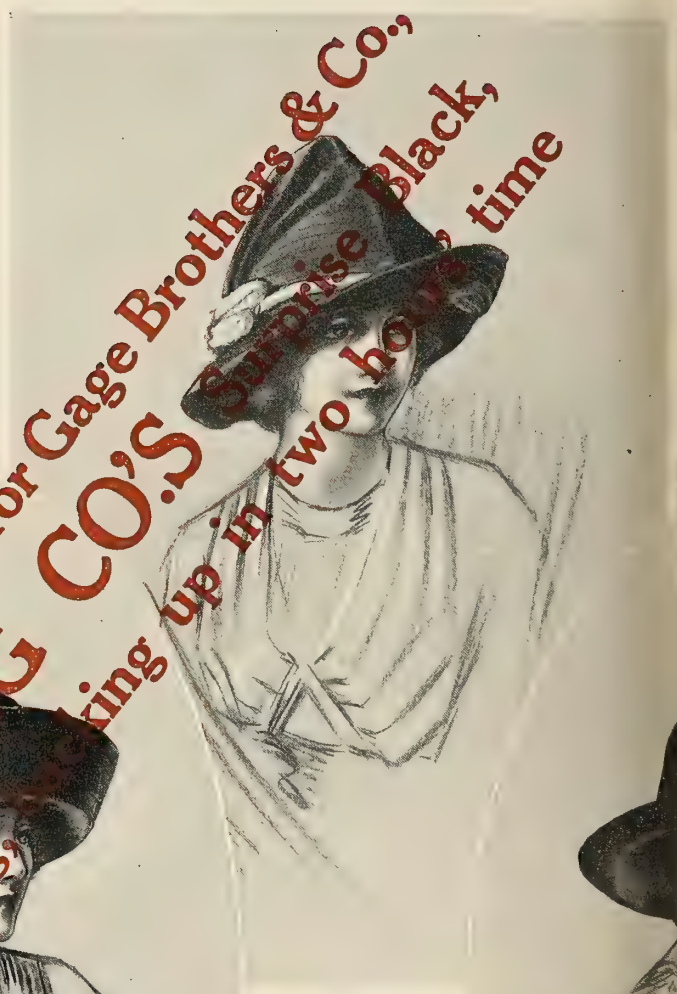
M58021. A medium sized hat, made with a felt top and velvet facing. Trimmed with a pleating of velvet and silk combination. Colors: White and Purple, and Grey and Purple.

M18820. A large brim hat having a corded silk top and velvet facing, bound and trimmed with a crocheted band of worsted. Colors: Grey and White, Royal and White, White and Black, Brown and White, Purple and White.

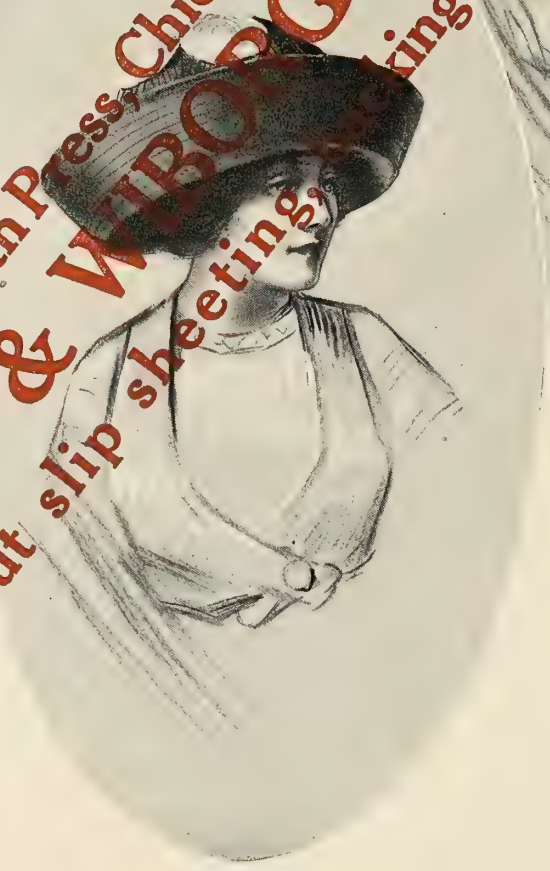
Smart Stitched Velvet Hats



M33425



M31894



M33891

Printed by The Commonwealth Press, Chicago, for Gage Brothers & Co., with THE AULT & WIBORG CO'S Surprise Black, No. 1028-31, without slip sheeting, ...king up in two hours' time

M33425. Smart stitched velvet hats in the new soft crush effect. Colors: Black, Brown, Navy.

M31894. Smart stitched velvet hats in the new soft crush effect. Colors: Black, Brown, Navy.

M33891. Another stitched velvet crush hat. Colors: Black, Brown, Navy.

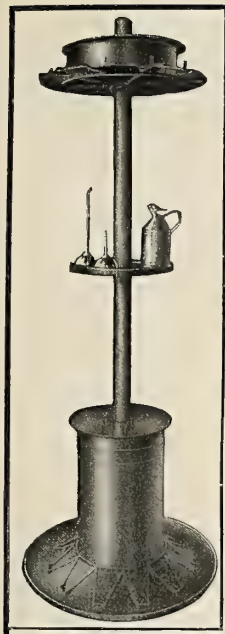
O804. Soft effect in velour trimmed with white scarf or braid band. Colors: Black, Burnt, and Grey.

M27127. A medium sized hat of corded silk trimmed with white wings. Colors: Black and White, and Purple and White.

M30827. Velour sailor with flexible brim, trimmed with bow of black and white satin.

M25198. Medium sized facing. Trimmed w worked around edge Navy and White.

M10895. Velvet turban trimming. Colors: Emerald and Black.



"The Johnson Way" Has Won the Day

with a method of care that preserves rollers, clean, tacky and flexible like new, and saves wash-up time. There are no more troubles with hard, shrunken or cracked rollers, no bent stocks and damaged surfaces, no dirty, greasy floors, no rag and oil receptacles scattered about the room; order and cleanliness become automatic; there is entire absence of the usual fire hazard.

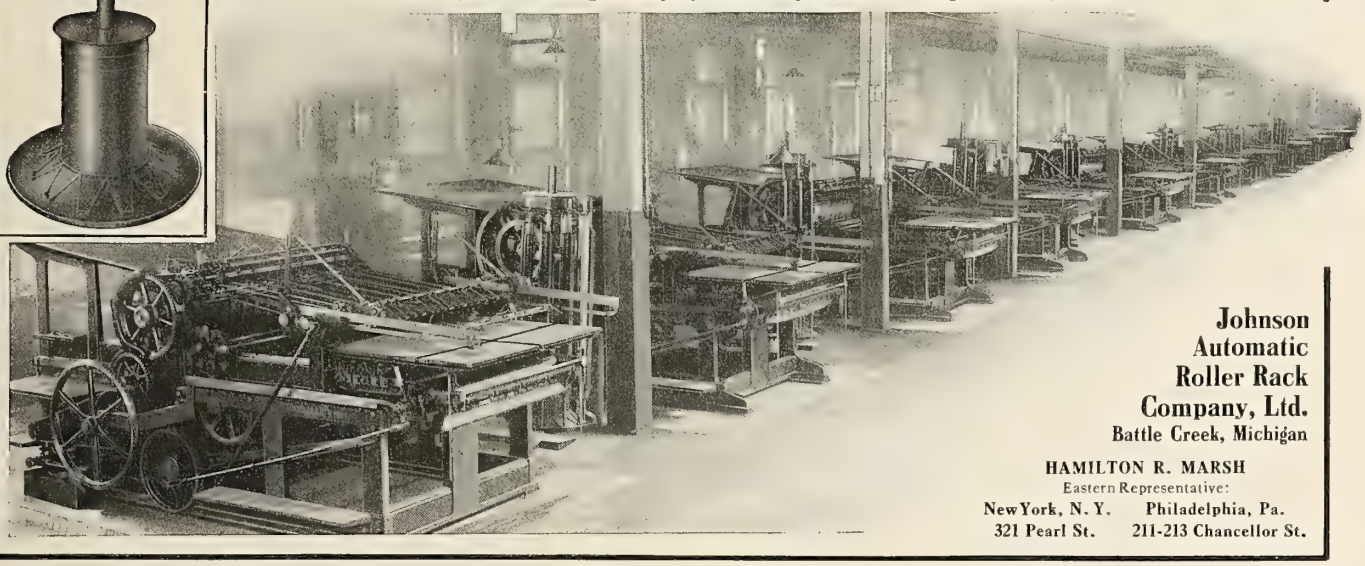
Extract From Letter No. 4

We would not for a moment think of going back to the old way of caring for rollers. The Johnson Rack is considered part of our press equipment just as much as the electric motor.

THE MORRILL PRESS, Fulton, N. Y.

Copy of the complete text of this letter and others equally interesting will be forwarded on request.

Part of pressroom, Cargill Company, Grand Rapids, one of Michigan's finest printers



Johnson Automatic Roller Rack Company, Ltd.
Battle Creek, Michigan

HAMILTON R. MARSH
Eastern Representative:
New York, N. Y. 321 Pearl St.
Philadelphia, Pa. 211-213 Chancellor St.

The CLEVELAND FOLDER

THE EFFICIENT PARALLEL, OBLONG, AND RIGHT-ANGLE FOLDER

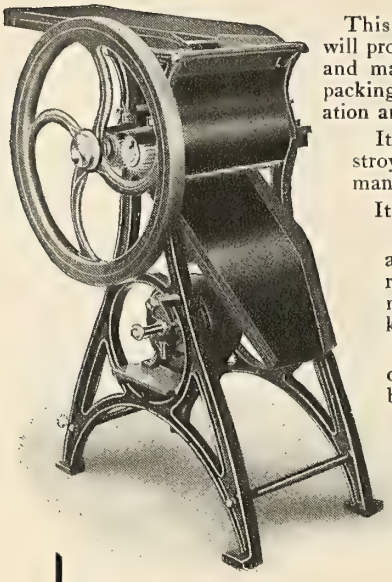


— Perfect Register
— Highest Speed.
— Greatest Range of Sizes. Sheets 2 x 3 to 19½ x 38.
— Largest Variety of Folds.
— No Tapes—No Knives used in Folding.
— Endorsed by Repeat Orders.
— Installed on an Unconditional Guarantee of Absolute Satisfaction.

The Cleveland Folding Machine Company

717 Lakeside Ave., CLEVELAND, OHIO

Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses.

Card-Cutting Machines, both hand-fed and automatic.

Ticket-Counting Machines and Ticket-Tying Machines.

WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

Write and state your requirements

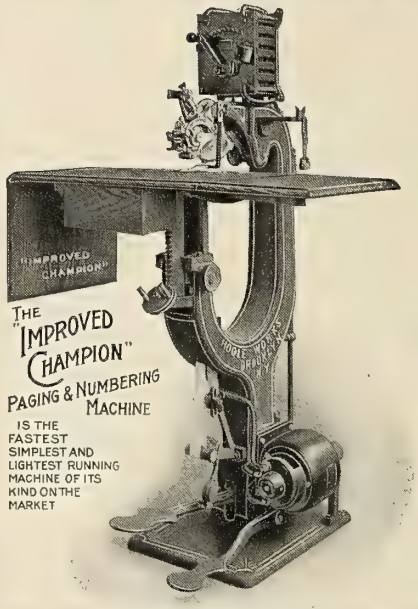
Blomfeldt & Rapp Company

108 N. Jefferson Street **Chicago, Ill.**

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street **111 Washington Street**

BROOKLYN, N. Y.



"HOOLE" Paging and Numbering Machine

Manufacturers of

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

It's a Wonder Becks' Wouldn't Change This Ad!

It's Been in for Goodness Knows How Long

Yes—and it's apt to be in for some time to come, too!

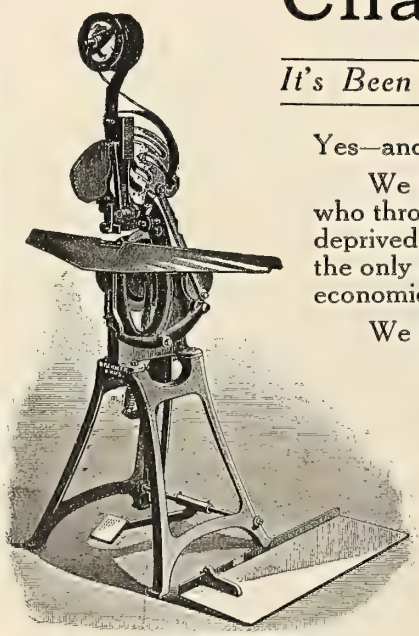
We find that there are still many thousands who through ignorance of its fine merits are being deprived of the benefits of the Brehmer Stitcher, the only accurate, simple, rapid and economical stitcher made.

We find that users have been squandering large sums for complex, as well as costly-to-operate, stitchers without getting good results.

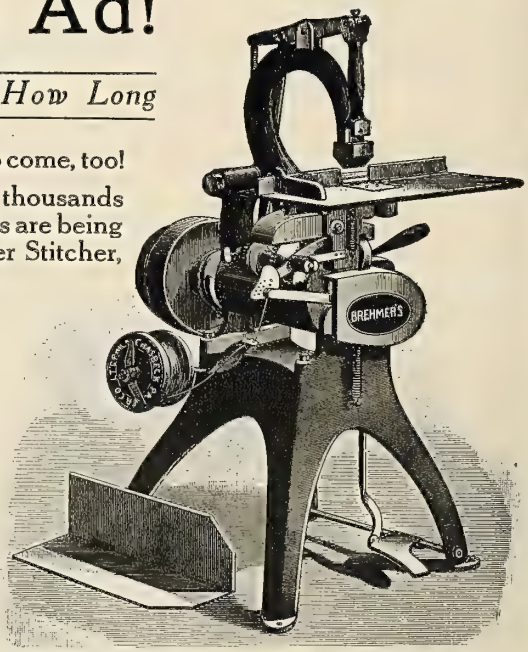
Just a little missionary work.

We're out to prove to the unenlightened.

Don't Be Ignorant—
Investigate!



No. 33. For Booklet and other General Printers' Stitching.



No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA

609 CHESTNUT STREET

ENGRAVERS TO THE TRADE

—

Write for Samples

If its ENGRAVED or EMBOSSED
"WE DO IT"

TELEPHONES RANDOLPH 805-806

WM. FREUND & SONS

EST. 1865 INC. 1893

WEDDING INVITATIONS · BOOK PLATES
MONOGRAM STATIONERY · CARDS · MENUS
DANCE PROGRAMS · CLUB INVITATIONS
BUSINESS STATIONERY · ETC.

STEEL AND COPPER PLATE
ENGRAVERS AND PRINTERS
STEEL DIE EMBOSSERS
16 TO 20 E. RANDOLPH ST., CHICAGO

Monogram Stationery

—

Calling Cards

Inks that are used in every country where printing is done.

Kast & Ehinger
Germany

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

INKS

DRY COLORS, VARNISHES

SPECIAL OFF-SET INKS

New York
154-6-8 W. 18th Street
Hellmuth Building

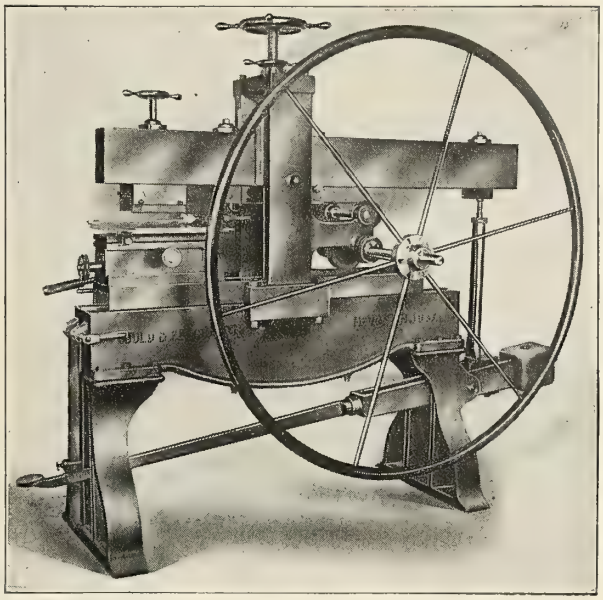
Chicago
New No. 605-7-9 S. Clark St.
Poole Bros. Building

The World's Standard Three and Four Color Process Inks

Gold Ink worthy of the name

Originators of Solvine

Bi-Tones that work clean to the last sheet



STEEL PLATE TRANSFER PRESS

For Transferring Impressions from Hardened Steel Plates or Rolls

USED BY THE FOLLOWING CONCERNS

Bureau of Engraving & Printing, Washington	20 Machines
American Bank Note Co., New York	12 "
John A. Lowell Bank Note Co., Boston	1 "
Western Bank Note Co., Chicago	2 "
Thos. MacDonald, Genoa	2 "
E. A. Wright Bank Note Co., Philadelphia	1 "
Richter & Co., Naples	1 "

GOULD & EBERHARDT
"HIGH DUTY" SHAPERS
AUTOMATIC GEAR AND RACK CUTTING MACHINERY
ESTABLISHED 1853 NEWARK, N.J. U.S.A.

Hot Embossing and Ironing of Rough Papers FOR THE TRADE

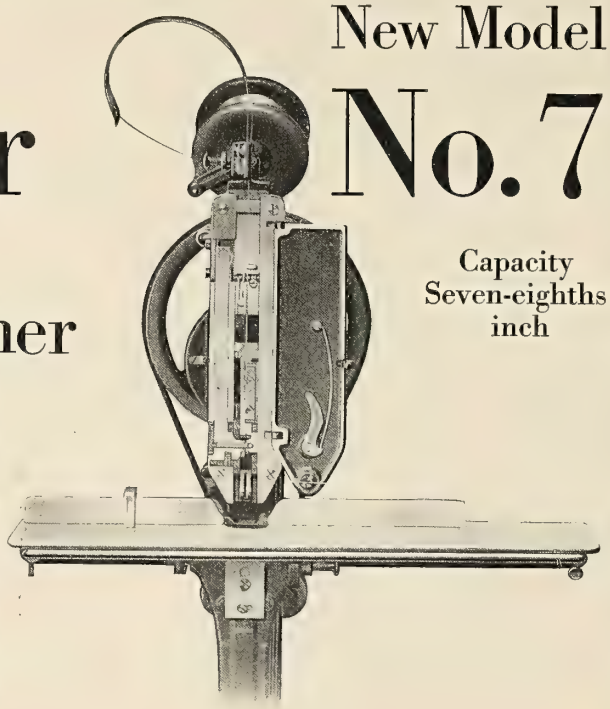
REVIEW PRINTING & EMBOSSING CO. 501 SOUTH DEARBORN ST., CHICAGO.

Showing the

Open Door

of the New Model No. 7

Boston Wire Stitcher



New Model

No. 7

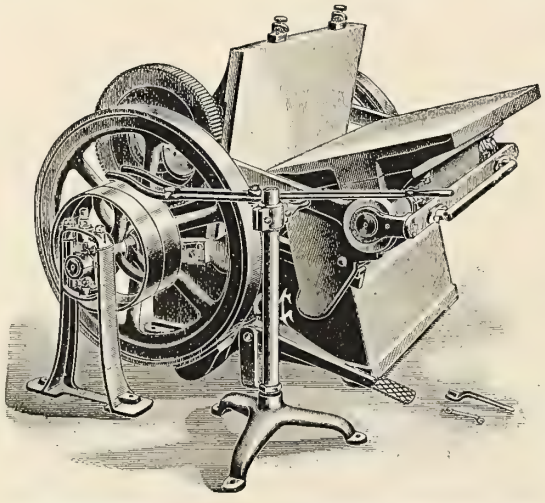
Capacity
Seven-eighths
inch

Principal mechanism and wire exposed to view. All perplexities of other wire stitchers of large capacity eliminated. Has the exclusive single adjustment to thickness of work, the convertible flat or saddle work table, with front extension for wide work, and will perfectly stitch anything from a few sheets to seven eighths inch thickness. Send for details to nearest selling place of the

American Type Founders Company, General Selling Agent

Set from the Bodoni Series

THE GALLY UNIVERSAL CUTTER AND CREASER



Built in Five Sizes. From 20 x 30 in. to 30 x 44 in.

is absolutely indispensable to every boxmaker or specialty printer where perfect and rapid creasing or cutting is necessary. Work of this sort is done satisfactorily only on

The Gally Universal

—a machine of wonderful strength, durability and speed.

Is especially made to stand great strain. The Universal press is made with the same care and carefully selected material as is the highest character of press on to-day's market, because of the great service exacted.

We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request.

The National Machine Co., *Manufacturers, Hartford, Connecticut*

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

Lanston Monotype Machine Co.
Philadelphia



Adding a *Fish* to a *Dog* Doesn't Make a DOGFISH

And, similarly, the addition of a type-casting machine to a slug composing machine doesn't produce a Monotype.

The *only* machine that is *both* a type caster and a type setter is the Monotype.

It takes *two* machines of any other make to do the same work that one Monotype does and even at that, the "quality" argument would still be with the Monotype.

Let the experiments go on. Newspaper publishers and printers generally are discovering every day that

"The Monotype Way
Is the *Better* Way"

Four more newspapers, so far this month, have adopted the Monotype exclusively, discarding slug machines entirely.

Lanston Monotype Machine Co.
Philadelphia

319

This advertisement shows Monotype faces and borders



Danish Ledger

WRITES WELL
RULES WELL
ERASES WELL

To those who desire a high-grade ledger at a moderate price, we recommend DANISH LEDGER. Send for new sample-book.

LIST OF AGENTS

Miller & Wright Paper Co., New York city
Hudson Valley Paper Co., Albany, N. Y.
Wilkinson Bros. & Co., Philadelphia, Pa.
B. F. Bond Paper Co., Baltimore, Md., and Washington, D. C.
Tileston & Livermore Co., Boston, Mass.
R. H. Thompson Co., Buffalo, N. Y.
Donaldson Paper Co., Harrisburg, Pa.
Chope Stevens Paper Co., Detroit, Mich.
Crescent Paper Co., Indianapolis, Ind.
O. W. Bradley Paper Co., St. Louis, Mo.

MANUFACTURED BY

B. D. RISING PAPER CO.

HOUSATONIC, BERKSHIRE COUNTY,
MASSACHUSETTS.

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

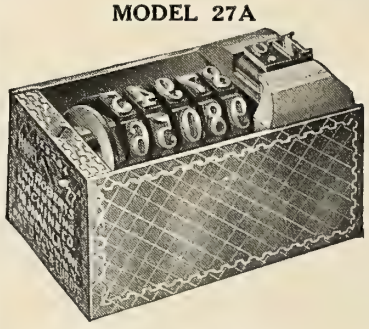
TELEPHONE, HARRISON 7185

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



№ 12345

FAC SIMILE IMPRESSION

Size 1½ x 15/16 inches

FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

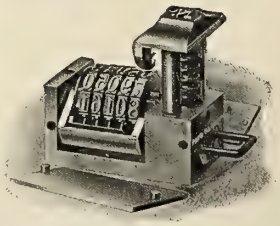
ROBERTS' MACHINES

UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward



Latest

Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment

(Unexcelled)

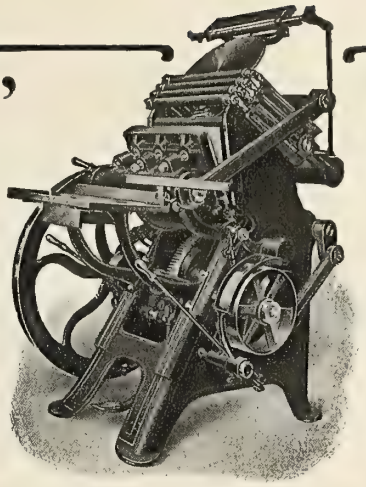
"Prouty"

Obtainable through any Reliable Dealer.

MANUFACTURED ONLY BY

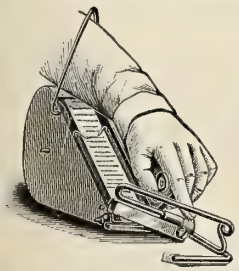
Boston Printing Press & Machinery Co.

OFFICE AND FACTORY
EAST BRIDGEWATER, MASS.



The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

QUALITY—SERVICE

Brislane-Hoyne Co.

Electrotypers *Nickeltypers*

412-414-416 So. Dearborn Street, Chicago

OUR PLANT IS ENTIRELY NEW AND EQUIPPED WITH ALL OF THE LATEST IMPROVED MACHINERY ESSENTIAL TO THE PRODUCTION OF HIGH-GRADE PRINTING PLATES

SPECIAL ATTENTION TO COUNTRY ORDERS

BRONZING MACHINES

for

Lithographers & Printers

Guaranteed in Every Respect

BRONZE POWDERS

We Do Repairing

SEND FOR CATALOGUE AND PRICES

Manufactured by

Robert Mayer & Co.

Suite 420, 200 Fifth Ave., New York

Factory: Hoboken, N. J.

Seattle **San Francisco** **Boston**

A Special Motor for Every Machine in Your Print-Shop

Our "STANDARD" Motors are now being used with great success on Linotype machines, presses, cutters, binders, staplers and similar machines.

Hundreds of printers have secured *more efficient power service* and at a *much lower cost* by installing

Robbins & Myers "STANDARD" Motors

We have specialized on small motors—$\frac{1}{30}$ to 15 horse-power—for more than 16 years. The entire output of our big factory is centered on this type of motors, making it possible to quote the *lowest prices* consistent with *superior quality*. We carry a big stock of "STANDARD" Motors and can *fill rush orders* with dispatch from our big factory or our eight branch houses.

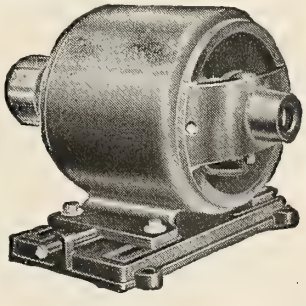
Special booklet on "STANDARD" Motors will be sent you for the asking. *Write for it.*

The Robbins & Myers Co.

Factory and General Offices:
1325 Lagonda Avenue
Springfield, Ohio

BRANCHES:

New York, 145 Chambers street; Chicago, 320 Monadnock block; Philadelphia, 1109 Arch street; Boston, 176 Federal street; Cleveland, 1408 West Third street, N. W.; New Orleans, 312 Carondelet street; St. Louis, 1120 Pine street; Kansas City, 930 Wyandotte street.



The BEST and LARGEST GERMAN TRADE JOURNAL for the PRINTING TRADES on the EUROPEAN CONTINENT

Deutscher Buch- und Steindrucker MONTHLY PUBLICATION

Devoted to the interests of Printers, Lithographers and kindred trades, with many artistic supplements. ¶ Yearly Subscription for Foreign Countries, 14s. 9d.—post free. Sample Copy, 1s.

Deutscher Buch- und Steindrucker
ERNST MORGENSTERN
19 DENNEWITZ-STRASSE - - - BERLIN, W. 57, GERMANY

The American Pressman

A MONTHLY TECHNICAL TRADE JOURNAL WITH 20,000 SUBSCRIBERS

Best medium for direct communication with the user and purchaser of Pressroom Machinery and Materials

ONE DOLLAR PER YEAR

Second National Bank Building, CINCINNATI, OHIO

Bishop's Order Book and Record of Cost

¶ The simplest and most accurate book for keeping track of all items of cost of every job done. Each book contains 100 leaves, 10x16, printed and ruled, and provides room for entering 3,000 jobs. Strongly bound, price $3.00. Fourth edition.

SOLD BY

The Inland Printer Company
Chicago

METALOGRAPHY

HOW TO PRINT FROM METALS
By Chas. Harrap

Treats of the nature and properties of zinc and aluminum and their treatment as printing surfaces. Thoroughly practical and invaluable alike to the expert and to those taking up metal-plate printing for the first time. Full particulars of rotary litho and offset litho methods and machines; details of special processes, plates and solutions. The price is 3/- or $2.00, post free.

To be obtained from
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago

JUST OUT

The National Lithographer's
Sample Book *of* Offset Printing

ORDER EARLY — *Sent Postpaid on Receipt of* ***50 Cents*** — LIMITED EDITION

Every Lithographer and Printer Wants It

THE NATIONAL LITHOGRAPHER
150 Nassau Street, New York

The Best Special Works for Lithographers, Etc.

ARE THE

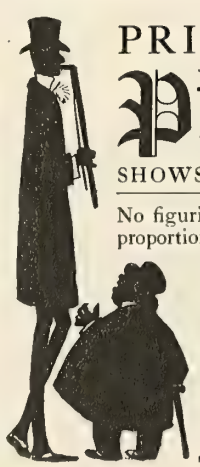
ALBUM LITHO—26 parts in stock, 20 plates in black and color, **$1.50** each part.
AMERICAN COMMERCIAL SPECIMENS—three series, 24 plates in color, **$3.50** each series.
TREASURE OF GRAPHIC ARTS—24 folio plates in color, **$4.50.**
TREASURE OF LABELS—*the newest of labels*—15 plates in color, **$3.00.**
"FIGURE STUDIES"—by Ferd Wüst—second series, 24 plates, **$3.00.**

AND THE

FREIE KÜNSTE
—SEMI-MONTHLY PUBLICATION—

This Journal is *the best Technical Book for Printers, Lithographers and all Kindred Trades.* Artistic supplements. Yearly subscription, **$3.00,** post free; sample copy, **25 cents.**

PUBLISHED BY
JOSEF HEIM - - - - - - Vienna VI./1 Austria



PRIOR'S AUTOMATIC
Photo Scale
SHOWS PROPORTION AT A GLANCE

No figuring—no chance for error. Will show exact proportion of any size photo or drawing—any size plate.

SIMPLE—ACCURATE.

Being transparent, may be placed upon proofs of cuts, etc., and number of square inches determined without figuring. **Price, $2.00.**
Sent postpaid, on receipt of price, by

The Inland Printer Co.
632 Sherman Street CHICAGO
1729 Tribune Building, NEW YORK

Established January, 1894.

THE PROCESS ENGRAVER'S MONTHLY
THE PROCESS PHOTOGRAM — ESTABLISHED JAN 1894

Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, $2 per annum.

GEO. ROUTLEDGE & SONS, LTD. { 68-74 Carter Lane / Ludgate Hill } LONDON, E. C.

AMERICAN AGENTS:
SPON & CHAMBERLAIN, 123 Liberty Street, NEW YORK

ABSOLUTE PROOF

OF THE VALUE AND NEED OF

THE GRAPHIC ARTS YEAR BOOK

To the Progressive PRINTER and Allied Craftsman
is the demand which he is making for it

Denver, Colorado — September, 6-9, 1911

We, the undersigned, hereby subscribe for the number of copies of the Graphic Arts Year Book set opposite our names, of Vol. V. 1191.

Name	Address	No. of copies
L. C. Gandy,	The Printing Art, Cambridge, Mass.	1
Wood & Nathan Co.,	Madison Avenue, N. Y.	1
Texas Printing Co.,	Fort Worth, Texas	1
Williamson Haff	enver, Colo.	1
J. Stearns Cush	Mass., one set	
Berwick Smith C	rwood, Mass.	1
E. Fleming & Co.	rwood, Mass.	1
The Cargill Co.	apids, Mich.	1
Smith-Brooks Pt	enver, Colo.	1
Rinaldi Ptg. Co	Tampa, Fla.	1
John A. Morgan	hicago, Ill.	1
Riverside Ptg.	waukee, Wis.	1
Brandas Ptg. Co	Orleans, La.	1
Courier-Journal	isville, Ky.	1
National Ptg. C	Omaha, Neb.	1
Good Health Pub	Creek, Mich.	1
Brown Ptg. Co.,	Peoria, Ill.	1
The Washington	okane, Wash.	1
S. C. Toof Co.,	mphis, Tenn.	1
Hathaway Bros.,	delphia, Pa.	1
W. M. June, Syr	acuse, N. Y.	1
Fred E. Johnson	allas, Texas	1

Norwood, Mass., November 7, 1911.
Graphic Arts Year Book, Hamilton, Ohio.
Mr. W. L. Tobey, Editor,

Dear Sir: I do not know when I have been so thoroughly interested and fascinated in specimens of fine printing and bookmaking as I have in the Graphic Arts and Crafts Year Book, of which I have received the first four volumes. I have not yet been able to give them as thorough an examination as I intend to later, but, from what I have seen, I am impressed with the fact that they are practically a post-graduate course in fine printing, and should be in the hands of every printer, platemaker, engraver, lithographer in the country, in fact, they would be extremely useful to anyone who is directly or indirectly interested in printing or bookmaking.

The excellent descriptive articles, the beautifully printed pictures, and the great fund of useful information which they contain are a complete printers library to anyone who possesses them. I look forward to many interesting and instructive hours in reading the articles and studying the results attained and displayed in their pages. I think I can epitomize my impressions of these books by simply repeating that they seem to me a post-graduate course in fine art printing and engraving.

Wishing you every success in your effort to instruct the printing public, I am

Very truly yours,
J. STEARNS CUSHING.

IT WILL PAY TO TURN THIS PAGE

INCREASE YOUR EFFICIENCY

THE GRAPHIC ARTS YEAR BOOK for 1911, is arranged in departments, each one of the ten taking up in detail some phase in the printing, engraving or allied industry, where there has been notable development or progress. This will be easily accessible, and as a text book, will undoubtedly lead to better production of printed matter. Each department is edited by an authority, and is as follows:

I. INTRODUCTION

Henry Lewis Johnson, Boston, Mass.

This department will cover the entire field, reciting carefully the newest developments in the Allied Industries.

II. PHOTO-ENGRAVING

E. W. Houser, Pres. Nat'l Eng. Ass'n.

Articles giving detailed exposition of progress in new screens; photographic work with artificial light, photographic on metal, and machine etching.

III. ELECTROTYPING

Henry L. Bullen, Librarian American Typographic Library and Museum

A concise statement of lead-moulding, steel-facing processes, and introduction of the use of aluminum.

IV. PROCESS COLOR-WORK

Ray Brown, Art Director of Butterick Publishing Co.

Taking up new processes in color separation methods, simultaneous color printing on two, three and four color presses.

V. LITHOGRAPHY

J. Albert Heppes, Mgr. Lithographic Dept., Andrew H. Kellogg Co., N. Y.

Showing increasing importance due to photographic and plate-making methods, together with offset printing. Will also include features in plate-making, transferring, and statement of offset printing equipment.

VI. RAPID PRINTING INTAGLIO PROCESS

Geo. S. Barlow, Specialist

Who introduced the process into this country.

Description of new machines made for this work; application of process on foreign newspapers and attempts in this country. Its use in post-cards, fine art and catalogue work.

VII. TYPOGRAPHY

Walter B. Gress, Art Director, Crowell Publishing Co., N. Y.

Description and exposition of new type faces, use and value, lay-out, design for various forms of printing.

VIII. PAPER

M. H. Grassly, Advertising Manager Paper Mills Co., Chicago

Influence of paper upon printing; new styles and stocks of papers will be shown and their value in relation to various uses described.

IX. INK

James A. Ullman, Sigmund Ullman Co., N. Y.

Description of new inks, their use and value in various grades illustrated work. Process inks, monotones, colors for typographic display, cover inks.

X. BINDING

Ralph Fletcher Seymour, Chicago

Taking up and describing new ideas in binding, valuable in book and catalogue work. Materials for covers: cloth and leather, and manufacturing methods in catalogue and book work.

Besides what is contained in these departments there will be a series of general articles by well known men, upon various subjects of vital importance to producers and buyers of printing. These are COST SYSTEM—a summary of results: THE BEN FRANKLIN MOVEMENT—by G. E. Wray: EFFICIENCY—by J. Horace McFarland: EDUCATIONAL MOVEMENTS—by John Cotton Dana: COMMERCIAL ILLUSTRATION—by Brainard Leroy Bates: BUILDING ERA—by Lee Crittenden: and GETTING TOGETHER IN ADVERTISING—by George W. Coleman.

Each of the ten departments will be illustrated by the best examples obtainable, but special exhibit forms will be shown in the section for that purpose, and will combine ink, paper, and design, with plate-making—being very practical matter. The special exhibit departments will be DESIGN or best features in book, catalogue and advertising work: TYPOGRAPHY—showing new faces: ADVERTISING DISPLAY—classifying best newspaper, magazine and technical advertising: ILLUSTRATION, PAPERS and INKS—one of the main features of the book; examples printed on various kinds of papers with different inks, showing results to be obtained from combinations.

USE YOUR PENCIL NOW

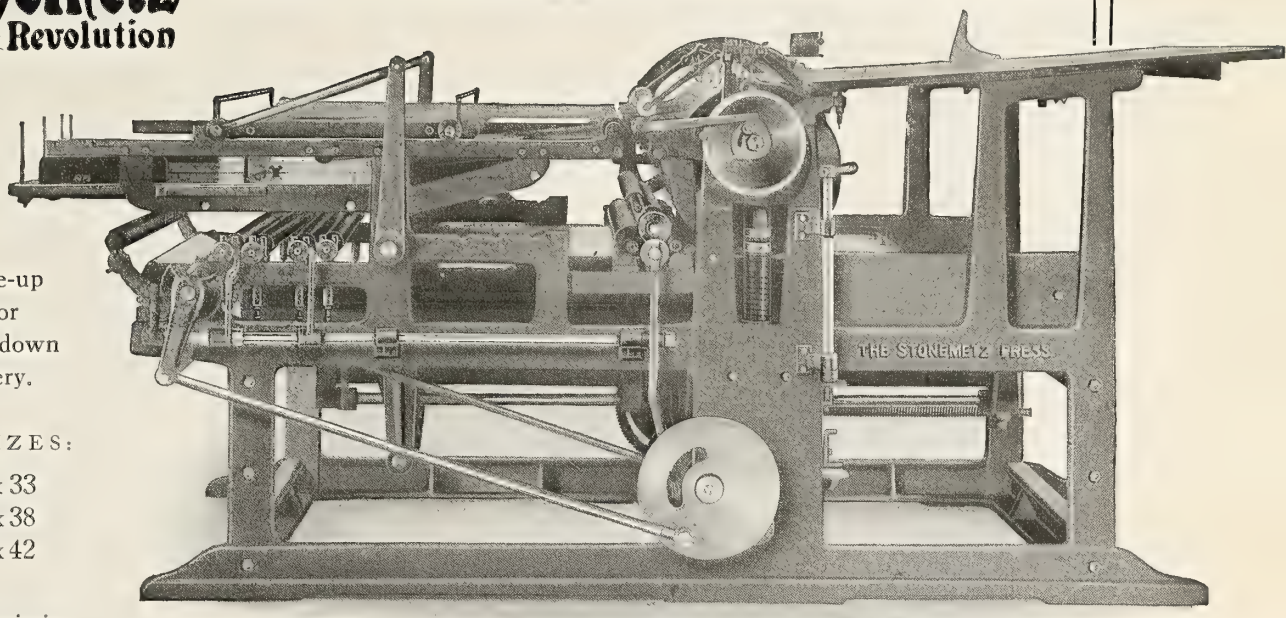
To INLAND PRINTER, Chicago, Ill.

Please enter my (our) subscription for the 1911 edition of THE GRAPHIC ARTS YEAR BOOK, known as Vol. V., and forward by express to the following address:

Signed_____

400 pages, 8 x 10, bound in half-leather. Forwarded to all points in the United States and Canada by express or mail prepaid. Price $5.00. Foreign postage 80 cents extra to countries in the Postal Union.

Stonemetz Two-Revolution



Printed-side-up (carrier) or printed-side-down (fly) delivery.

THREE SIZES:

No. 2, 25 x 33
No. 3, 26 x 38
No. 4, 29 x 42

Write for descriptive matter, samples of work, etc.

The Challenge Machinery Company

Salesroom and Warehouse
124 So. Fifth Ave., Chicago

Grand Haven, Michigan

Denny, Hilborn & Rosenbach
Steel Die Gloss and Dull Finish Stamping Inks

D. H. R. Plate Finish Black No. 303 is the one Dull Finish Black that works well on any die or stock, dries over night and does not feather or offset.

Try a hundred pounds on approval and we guarantee results.

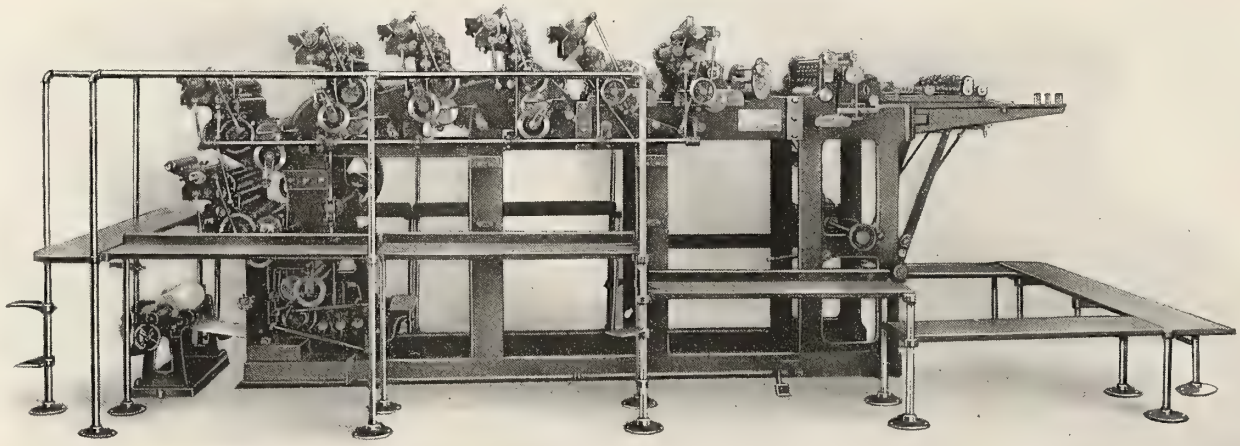
Denny, Hilborn & Rosenbach

PHILADELPHIA

GEO. RUSSELL REED & COMPANY, Agents for Pacific Coast, San Francisco.

"WANT A TRANSFER?"

"No, thank you, I am a progressive printer, and I want a **KIDDER,** Transfer Ticket, Special Rotary **PRESS,** then I will print my own and everybody's transfers."

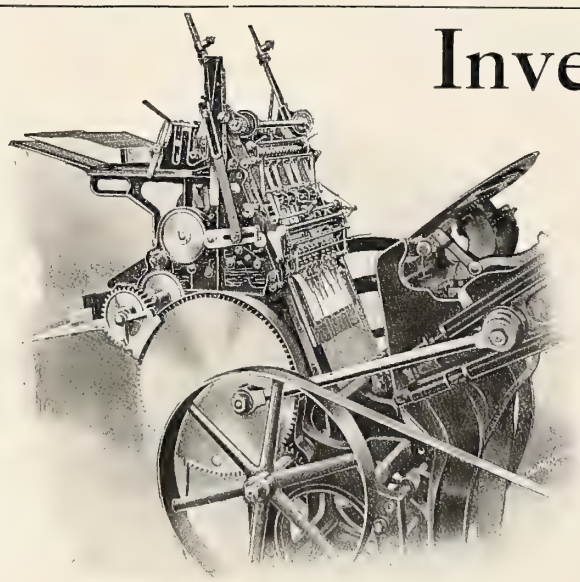


KIDDER PRESS CO. Main Office and Works: **DOVER, N.H.**

New York Office: 261 Broadway GIBBS-BROWER CO., *Agents*

Canada: The J. L. Morrison Co., Toronto Great Britain: John Haddon & Co., London South America: J. Wassermann & Co., Buenos Aires

See Article Regarding this Press on Another Page of this Issue.



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

Investigate the Kirkman Automatic Feeder

Before You Buy Any Other

The best reason why you should install a **Kirkman** Automatic Feeder is the multiplied service and results to be had.

There is much to say and many points of advantage to be found in the **Kirkman,** but the most important of all—the **Kirkman** Automatic Feeder is *not an experiment,* but a proven proposition by years of test. The Feeder is built right, built to give lasting service, supplies speed and produces perfect results. *Note satisfaction of Max Stern's Sons:*

MAX STERN'S SONS, Printers

Automatic Press Feeder Co.: Chicago, Nov. 14, 1910.

Gentlemen,—We have been operating one of your Automatic Press Feeders in our shop for 30 days, on trial, and as our acceptance and purchase of same testifies, we are thoroughly satisfied with same. We find that it increases our output and saves considerable spoilage, besides eliminating the feeder, and is unquestionably a money-maker on the class of work which it will handle.

Yours truly, MAX STERN'S SONS,

Per E. M. STERN.

We want the ambitious printer to write for full particulars, prices, etc., and get ready for the early Spring job-work.

AUTOMATIC PRESS FEEDER COMPANY

509 S. DEARBORN STREET, CHICAGO, ILL., U. S. A.

General Distributors CHICAGO PNEUMATIC TOOL COMPANY,

CHICAGO—NEW YORK—EVERYWHERE

HANSEN'S BRASS RULE

PARTICULARLY ADAPTED TO THE CROSS-LINE GRAY TONE EFFECTS SO POPULAR WITH PRODUCERS OF GOOD PRINTING

GRAY TONE SERIES OF HIGH ART BRASS RULE

Made of the Best Quality Brass They Present Golden Opportunities for Attractive Printing

MADE IN 24-INCH STRIPS		PER FOOT
764	2-Point	$0.15
765	3-Point	.22
766	4-Point	.30
767	6-Point	.45
768	8-Point	.60
769	10-Point	.75
770	12-Point	.90
771	18-Point	1.35
772	24-Point	1.80

THE H. C. HANSEN TYPE FOUNDRY

190-192 CONGRESS STREET, BOSTON
43 CENTRE STREET, NEW YORK

24-INCH STRIPS		PER FOOT
790	2-Point	$0.12
306	3-Point	.18
791	4-Point	.24
307	6-Point	.36
792	8-Point	.48
793	10-Point	.60
308	12-Point	.72
309	18-Point	1.08
794	24-Point	1.44
779	2-Point	.12
314	3-Point	.18
780	4-Point	.24
315	6-Point	.36
781	8-Point	.48
782	10-Point	.60
316	12-Point	.72
783	18-Point	1.08
784	24-Point	1.44

24-INCH STRIPS		PER FOOT
488	2-Point	$0.15
489	4-Point	.30
490	6-Point	.45
491	8-Point	.60
492	12-Point	.90

24-INCH STRIPS		PER FOOT
785	2-Point	$0.12
786	4-Point	.24
787	6-Point	.36
788	8-Point	.48
789	12-Point	.72

773	2-Point	.12
774	3-Point	.18
775	4-Point	.24
776	6-Point	.36
777	8-Point	.48
778	12-Point	.72

THE H. C. HANSEN TYPE FOUNDRY

TYPE MAKERS AND PRINTING OFFICE FURNISHERS

ESTABLISHED 1872 — WORLD'S LEADERS IN TYPE AND RULE FASHIONS

DISPLAY TYPE IS OUR POPULAR PURITAN SERIES

Waite Die and Plate Press

USERS' OPINIONS

"If we were to order another press to-day we would order the 'Waite.'" —CLARKE & COURTS, Galveston, Tex.

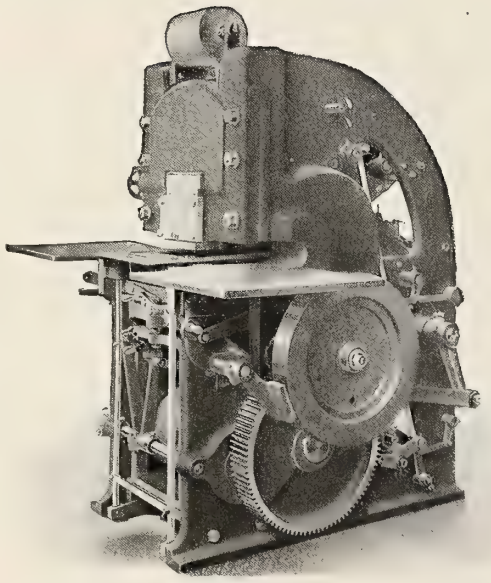
"We freely express the utmost satisfaction, getting the best of results as to quality of work together with output. Contrary to reports the machine is not complicated and we can, without hesitation, recommend the 'Waite' to any prospective purchaser."
—THE CARGILL CO., Houston, Tex.

"In our opinion the 'Waite' is the best press in the market. It has the best wiper of any of the presses, owing to the fact that it wipes more like the human hand would wipe a plate, while other presses have a flat wipe."
—AMERICAN STATIONERY COMPANY, Buffalo, N. Y.

"The above (Plaza Hotel) letter-head plate has had 85,000 impressions at a speed of 30 a minute on our 4 in. x 8 in. Waite Die Press." —CAMERON & BULKLEY, New York, N. Y.

"We are pleased to state that our 6 in. x 10 in. Waite Die Press is giving us good service. This press is running dies the full limit of the die box on a high grade of close color stamping with excellent results." —GEO. C. WHITNEY CO., Worcester, Mass.

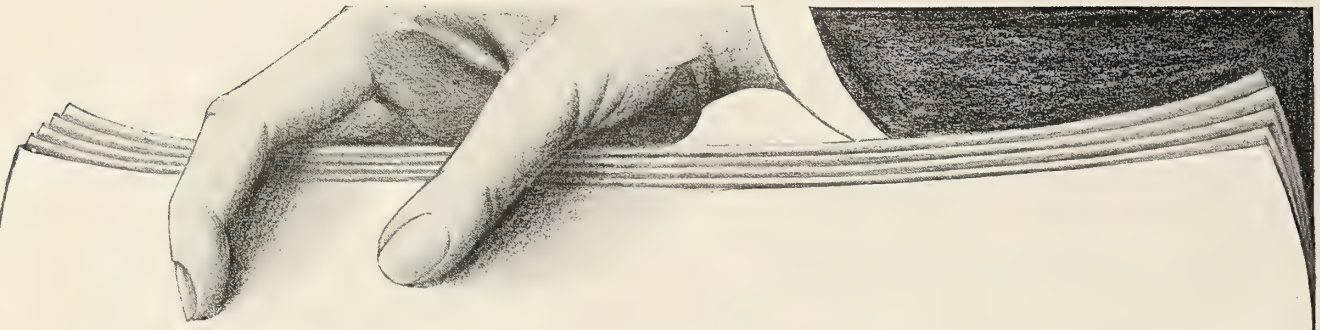
"We are enabled to do a class of work on it that can not be done on any other die press in our plant, and we have several of various makes." —E. A. WRIGHT, Philadelphia, Pa.



AUTO FALCON & WAITE DIE PRESS CO., Ltd.

NEW YORK LIFE BUILDING, 346 BROADWAY, NEW YORK

Factory, Dover, N. H.



Show This Sheet to *Your* Customers

It will be easier for you to sell printing if your estimate specifies Bankers Linen Bond. In September SYSTEM we are holding this sheet out to over 100,000 business firms — to probably 500,000 business men — all possible purchasers of commercial stationery. And we are telling these customers of yours that the printer who offers them Bankers Linen Bond is giving them full value for their money.

This means more business for *you* when you use

Bankers Linen Bond

This water-mark *on every sheet* is our Guarantee of Quality, Service and Perfect Satisfaction. For your own sake, to avoid getting inferior imitations, make sure the water-mark contains all three words — BANKERS LINEN BOND.

Bankers Linen Bond is the purest bond made. Behind it is the reputation of Southworth Quality—the recognized standard of Bond Quality—the bond by which all others are judged. Bankers Linen Bond is made of the highest grade materials, washed in purest waters—manufactured by skilled craftsmen—giving you the benefit of years of experience and the maximum of paper value at a reasonable cost.

You can not use a better bond for every business correspondence job. The Bankers *Linen* Water-mark insures you against faded, easily torn and useless paper. It satisfies your customers—enables you to give them better letter-heads and make more money. Let us send you samples of Bankers Linen Bond, and if you sometimes need a soft cream tint instead of a white paper, ask about Bankers Linen. But be sure you see samples *now*.

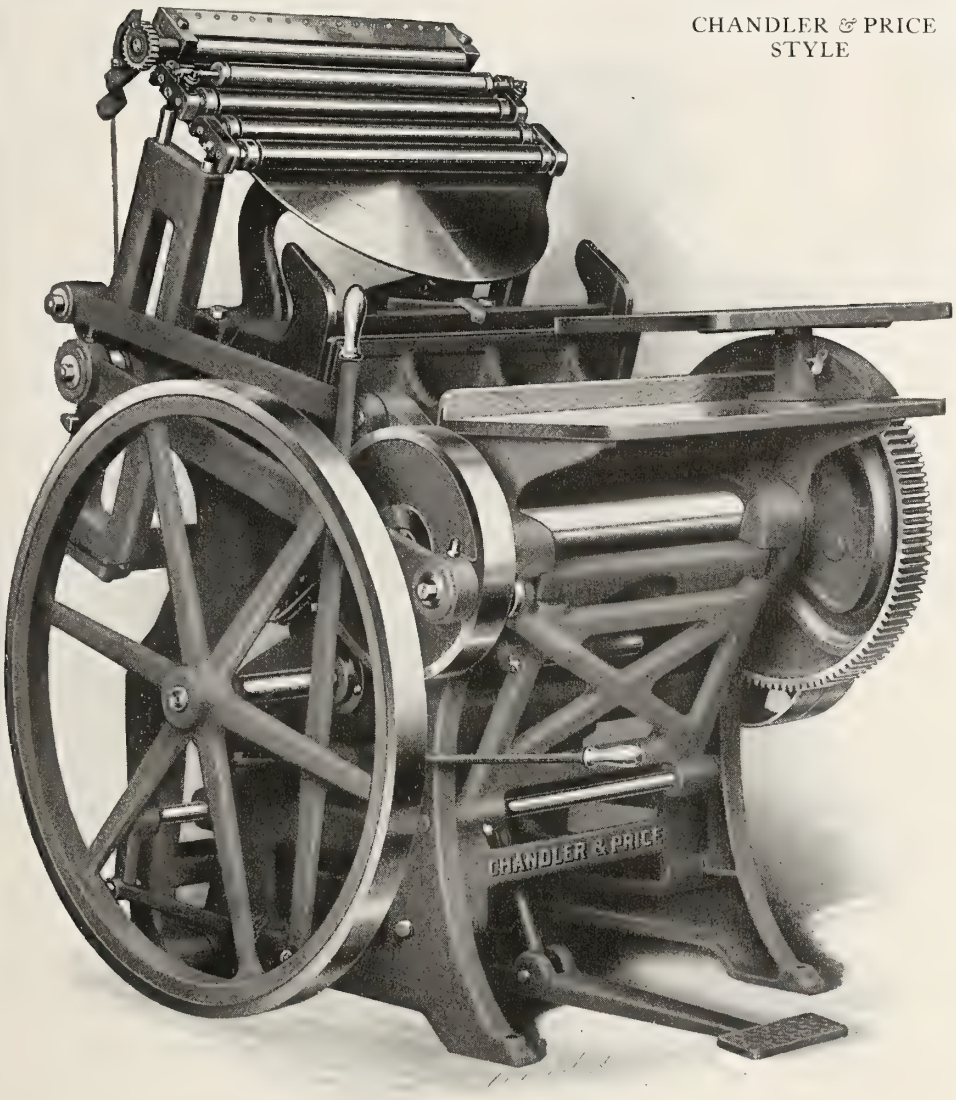
THE SOUTHWORTH COMPANY, Mittineague, Mass.

THE CHANDLER & PRICE
NEW SERIES PRESS

14½ x 22 INCH SIZE

The fact that a press of this size is expected to handle a large amount of "heavy" work has been recognized, and important improvements in the New Series Press add greatly to its strength and durability.

CHANDLER & PRICE STYLE



Users of this size press will appreciate its many good points, and the fact that while it can take a sheet of generous proportions, still it is not clumsy or unwieldy. The 14½ x 22 inch New Series Press is deserving of your attention.

MEASURE ITS WORTH:

CONVENIENCE—
built lower, greatly aiding operator in inserting heavy forms and in feeding large sheets.

1

FEED TABLES—
Height from floor: upper, 41½ inches; lower, 36 inches. Set level, lessening chances of stock spilling and becoming soiled.

2

FRAMES—
Are extra heavy, "C. & P. Style," box pattern with deep flanges, and are very strong and rigid.

3

EXTRA METAL
in large gear cam wheel and small head; and main and back shafts of 3¾ in. steel, add great resistance to strains.

4

STEEL SEGMENT—
A steel segment placed in raceway of the large cam prevents the wearing away of the wall of the cam

5

GEAR GUARD—
To prevent spoilage of stock, and to lessen chance of accident, a guard has been placed over the large gear.

6

ALL GOOD FEATURES
found in old series presses of this size are retained in the New Series Press.

7

DISTINCTIVE FEATURES
set forth here are only a part of the modern ideas found in the New Series Press.

Write to your dealer for the New Series Press Booklet

THE CHANDLER & PRICE CO.

CLEVELAND, OHIO, U. S. A.

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

The nerve necessary to refuse an unprofitable order is the printer's best safeguard, but the foresight which induces progressive printers to install modernized equipment which will turn unprofitable business into profitable business is what counts for progress and prosperity.



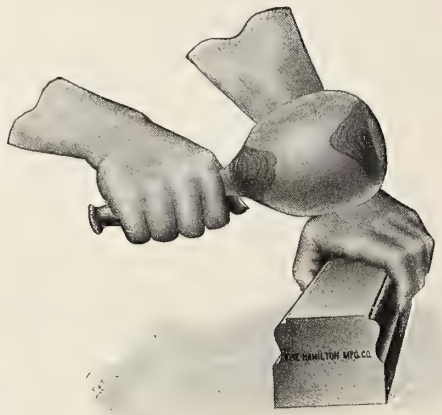
Such equipment is exemplified in the Hamilton line of WOOD GOODS, made from GOOD WOODS.

The representative printing plants in the United States and Canada are rapidly replacing the antiquated furniture in the composing-room. It is a vital factor in cost reduction, a consideration of first importance.

ROBINSON IMPROVED MALLETS—Showing comparative sizes

	SIZE OF BALL	LENGTH OVER ALL	LIST PRICES	
			HICKORY	LIGNUM-VITAE
No. 1	$4\frac{1}{2}$ x 4 inches	$9\frac{1}{2}$ inches	**$1.00**	**$1.50**
No. 2	$3\frac{7}{8}$ x $3\frac{1}{2}$ inches	$8\frac{3}{4}$ inches	**.85**	**1.30**
No. 3	$3\frac{1}{2}$ x $3\frac{1}{4}$ inches	8 inches	**.70**	**1.10**
No. 4	$3\frac{1}{8}$ x $2\frac{3}{4}$ inches	$7\frac{3}{8}$ inches	**.60**	**.90**
No. 5	$2\frac{3}{4}$ x $2\frac{1}{4}$ inches	$6\frac{3}{4}$ inches	**.50**	**.70**

The above list prices are subject to the usual mallet discount.



The Robinson Mallet always strikes a square blow

Something New in Mallets
The Robinson Improved Printers' Mallet

There is many a little printing-office accessory, the utility of which has become so manifest and the article so generally used, that the wonder is the idea did not suggest itself sooner.

This process will repeat itself in connection with the Robinson Improved Printers' Mallet, illustrations of which are shown on this sheet.

The hammer head of this mallet is oval or egg shaped. A blow struck upon the planer is ALWAYS A SQUARE BLOW, a most important consideration when striking a proof. It is not possible to strike a glancing blow with this mallet. There are no sharp corners to wear away, split, or to mar the delicate type-faces.

This mallet STANDS ON END when not in use and in correct position to be quickly and rapidly grasped by the lock-up man at times when SECONDS COUNT in the make-ready.

The Robinson Improved Mallet is made in five sizes, of lignum-vitae and hickory. The best selected stock is used and the surface is smooth and polished, finished with shellac. Each single mallet is packed in a paper carton, properly labeled as to contents. These Improved Mallets are now ready for delivery and can be purchased through any of the supply houses. An order for a trial mallet will convince any printer of its superiority over other mallets after it has been put into use. These new style Improved Mallets should rapidly supersede all the old-style, clumsy, type-destroying mallets now in use.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would rearrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name

Street and No.

City..... State.....

Have you a copy of "Composing-room Economy"?

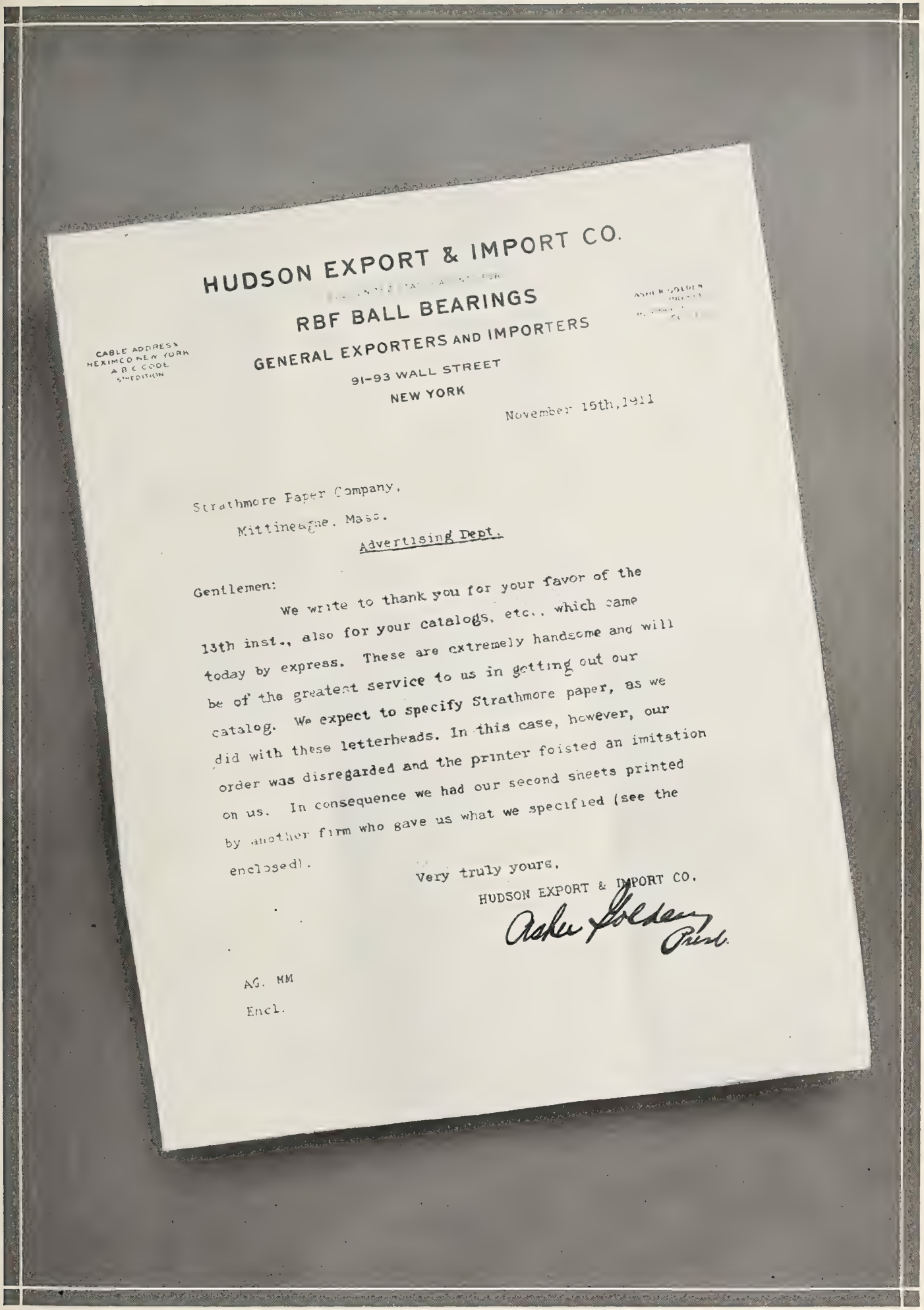
Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans in thirty-two modernized composing-rooms in some of the leading printing plants in the United States

THE HAMILTON MFG. CO.

Main Office and Factories - - TWO RIVERS, WIS.
Eastern Office and Warehouse - - RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.



HUDSON EXPORT & IMPORT CO.

RBF BALL BEARINGS

GENERAL EXPORTERS AND IMPORTERS

91-93 WALL STREET

NEW YORK

CABLE ADDRESS
HEXIMCO NEW YORK
A B C CODE
5TH EDITION

November 15th, 1911

Strathmore Paper Company,

Mittineague, Mass.

Advertising Dept.

Gentlemen:

We write to thank you for your favor of the 13th inst., also for your catalogs, etc., which came today by express. These are extremely handsome and will be of the greatest service to us in getting out our catalog. We expect to specify Strathmore paper, as we did with these letterheads. In this case, however, our order was disregarded and the printer foisted an imitation on us. In consequence we had our second sheets printed by another firm who gave us what we specified (see the enclosed).

Very truly yours,

HUDSON EXPORT & IMPORT CO.

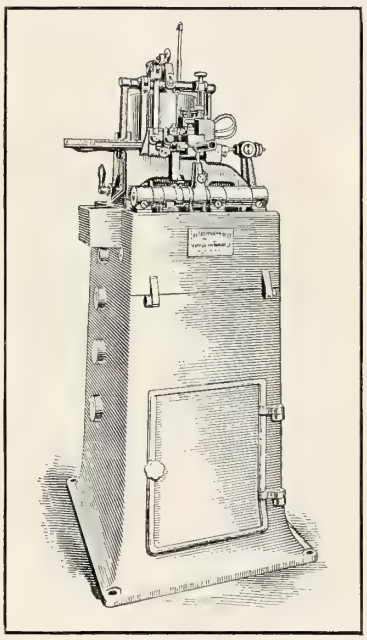
Asher Golden Pres.

AG. MM

Encl.

This letter, received by the Strathmore Paper Company, highly compliments the quality of Strathmore Parchment.

You Can Now Rent a Thompson Typecaster



for Thirty, Sixty or Ninety Days

¶ Cast all the type you want, and if you wish to part with it then—send it back.

¶ If not, keep it, and all rentals paid will apply on the purchase price.

¶ We will furnish all modern, up-to-date matrix faces, 5 to 48 point, at $2 per font.

¶ Machine costs Five Hundred Dollars less than any other Typecaster on the market.

Try It Out in Your Own Shop

Write at once for "Rental Proposition" to

Thompson Type Machine Company

624-632 Sherman Street, CHICAGO

Or Any Branch of the

MERGENTHALER LINOTYPE COMPANY

NEW YORK CHICAGO NEW ORLEANS SAN FRANCISCO TORONTO

Set in Type Cast by the Thompson Typecaster



Dennison Shipping Tags

FOUR TIMES AROUND THE WORLD IN ONE YEAR

The Dennison Tags sold last year, if placed end to end, would encircle the globe four times.

Dennison's

TRADE MARK

"STANDARD" TAGS

Direct the package safely to its destination whether that destination be the Far East or a nearby town. The tough rope stock of which they are made defies the weather and rough handling

Write for samples. When they arrive test their strength by tearing them. File one away until the stock clerk reports that the tag supply is getting low.

Dennison Manufacturing Company

THE TAG MAKERS

BOSTON	NEW YORK	PHILADELPHIA	CHICAGO	ST. LOUIS
26 Franklin Street	15 John St. and 15 W. 27th St.	1007 Chestnut Street	62 E. Randolph Street	413 No. Fourth Street

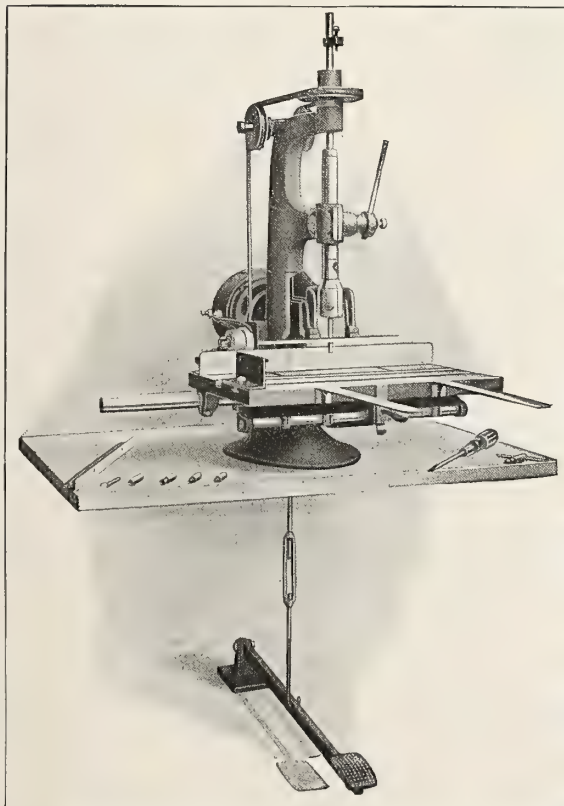
TELL YOUR TROUBLES TO DROUET

Have you a difficult form to handle, or could you secure large orders for a specialty if equipped to handle it? Let us show you how easily this can be done. Send samples to Henry Drouet, Sales Agent, New Era Press, The Regina Company, No. 217 Marbridge Building, Broadway and 34th Street, New York.

NO EXPENSE BUT THE STAMP

The New Era Press is a big boon to the small printer. The fastest Bed and Platen Press in the World. Prints from the roll, any number of colors, cuts, numbers, folds, perforates all at one operation. Send for catalogue. Easily made ready. Distribution, Registry, Speed

THE GUARANTEE — BUILT BY THE REGINA COMPANY



The New TATUM PAPER DRILL

makes smooth, perfect holes through two inches of paper, no "boring" or "twisting" results.

This great time-saver means much to the user. First, the table is readily adjustable, work easily controlled, any desired distance between centers from one-half inch to twelve inches quickly secured. Gauges on table provide easy adjustments from edges of sheets.

Drills are hollow—a very important feature—avoiding choking, thereby giving a clearance inside, which allows ready passage for the refuse, insuring holes clean all the way through.

Illustration shows clamping device operated by foot, thus leaving both hands free to control work.

For excessively thick work beyond the capacity of an ordinary punching operation, or for holes far from edge of sheet, the TATUM NEW PAPER DRILL will do the work. Especially adapted for railroad tariffs, telephone directories, order blanks, calendar cards and similar work.

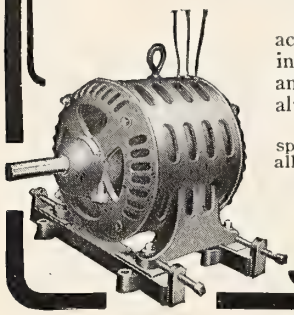
An interesting and descriptive leaflet supplying further details gladly mailed upon request.

Main Office and Factory: Cincinnati, Ohio.

THE SAM'L C. TATUM CO.

New York Office: 180 Fulton St.

WATSON MOTORS
Cut Printing Cost

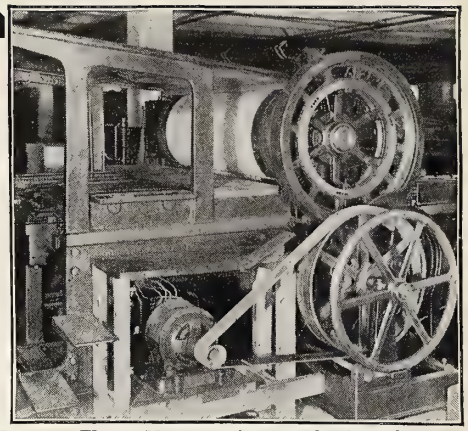


Successful competition for printing contracts demands fast, accurate work at low cost. Watson Motors effect a big saving in power bills. There's a Watson for every type of printing and binding machinery in ¼ to 45 H.-P. sizes—for direct or alternating current service.

The demands of fine color printing require a motor of adjustable speed. Best results are gotten with Watson individual motor drive on all classes of printing.

Write for catalog to-day

MECHANICAL APPLIANCE CO.
Dept. B, Milwaukee, Wis.



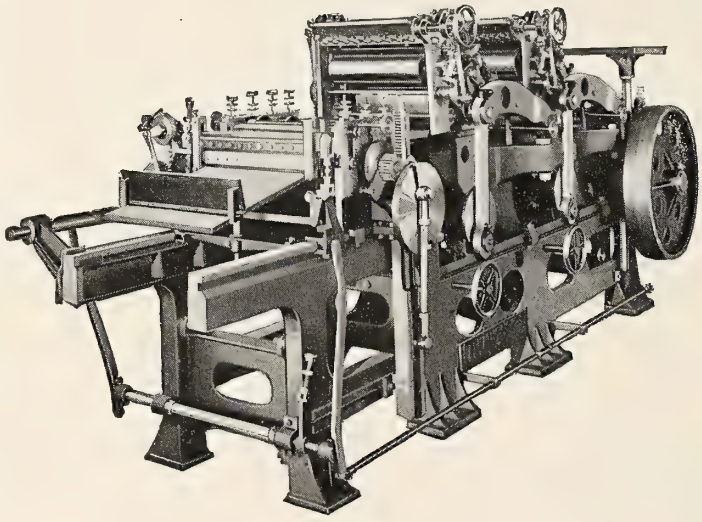
Watson Motor running press in plant of C. B. Henschel, Milwaukee, Wis.

POWER *and* SPEED

Power and speed make output; output makes money. A machine which yields larger output in less time, therefore, is a money-maker.

The Casimir Press is built for power and speed, and offers greater product in less time than any other available machine for certain kinds of commercial printing — long runs of standard forms, wrappers, labels, post-cards, tags, etc.

It is a high-speed (5,000, 6,000 and 7,500 per hour), web-fed, bed-and-platen multi-color press, which delivers the job complete, doing slitting, perforating, punching, embossing, etc., without reduction of speed.



Any number of colors, one or both sides, built in units which can be disconnected at will or bought later and added. Sizes 7 x 14, 9 x 18, 12 x 21.

No one machine does all work profitably. Certain kinds require special machines or all bets are off. Send us samples.

CASIMIR PRESS

Style 2/0, size 9 x 18

(2 colors one side — inside chase measurement, 9 x 18)

Selling Agents

A. F. WANNER & CO.

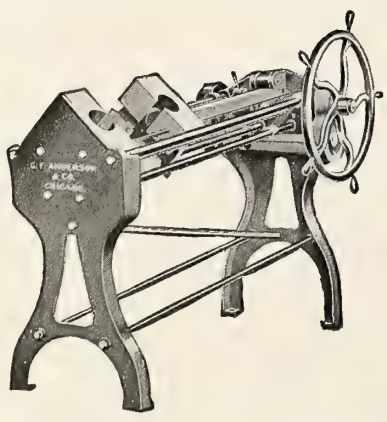
431 So. Dearborn Street

CHICAGO

Manufacturers

CASIMIR VON PHILP CO.

BRIDGETON, N. J.



This Bundler Saves Time and Money

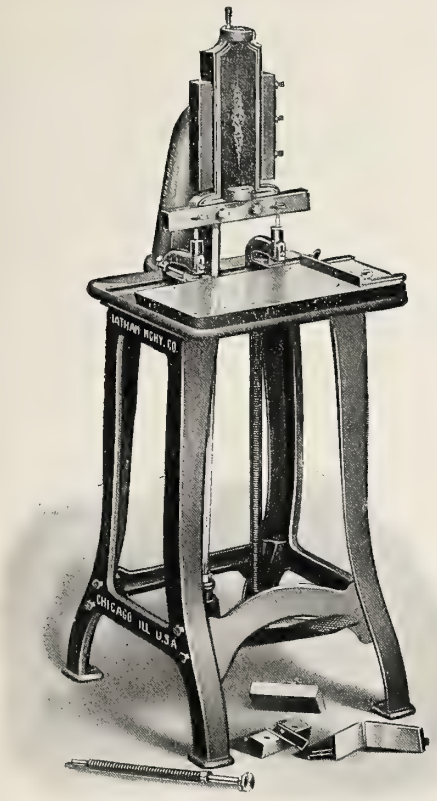
Your bindery is incomplete without this hand Bundling Press. Many binderies have from two to twelve in daily operation.

THE ANDERSON BUNDLING PRESS

is well known for the high pressure produced and the ease of obtaining it.

Write for list of users in your locality.

C. F. ANDERSON & COMPANY - CHICAGO
712 South Clark Street



Monitor Duplex Punch and Round Corner Cutter
Foot Power

Latham's MONITOR Duplex Punch and Round Corner Cutter

Features instantly changed from Punch to Round Corner Cutter or vice versa. Will punch holes up to 14 inches from center to center. Will take a sheet any length. Will punch stock up to ½-inch thickness.

Direct Drive — Strongly Built

Gibs take up any possible wear. For round-cornering, a metal cutting-block is used. Will cut corners up to 2-inch thickness. The machine is also furnished for power.

Headquarters for all secondhand machinery except Monitor Made

We furnish complete bindery outfits. *Write us for estimates.*

Manufacturers of Monitor Wire Stitchers, Perforators. Single, Duplex and Multiplex Punching Machines, Paging and Numbering Machines, Creasers and Scorers, Table Shears, Job Backers and Box Stitching Machines.

Latham Machinery Company

306-312 South Canal Street, Chicago

New York, 8 Reade Street Boston, 130 Pearl Street

Philadelphia, 1001 Chestnut Street

COLOR PLATES FOR THE PRINTER

WE are maintaining a special service for the printer ; assisting him with expert advice upon the proper method of creating copy, advising him fully on the different effects that may be secured, co-operating with him in making the plates available on short notice, if need be; providing progressive proofs, the inkmaker's name and the color numbers as well, or such variations as may have been made from the original colors—all of which will permit him to secure finer, better results and a bigger business in color reproduction.

Many local printers are placing their color printing with us, because color reproductions are our specialty, the only work we undertake, the kind that we are completely equipped for, and because we have created a standard second to none in color reproductions, and last because this is the age of specialists.

Estimates on request.

ZEESE-WILKINSON COMPANY

Specialists in Color-Plate Engraving and Printing

TELEPHONE: 5200 MADISON SQUARE

213-217 EAST TWENTY-FOURTH STREET NEW YORK CITY

WARNING

TO

Buyers of Bundling Machines

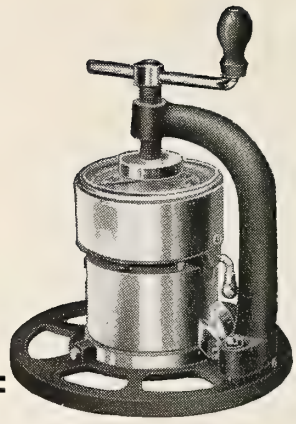
As is now well known, we brought out a Bundling Machine of such novel design and extraordinary advantages that it was quickly recognized throughout the trade. Hundreds of these machines, "THE QUICK BUNDLER," are now in use in a large number of important printing offices, binderies and specialty houses, among them the great New York concerns of Harper & Brother, Butterick Publishing Co., Doubleday, Page & Co., Wynkoop, Hallenbeck & Crawford Co., Trow Printing & Bookbinding Co., Home Pattern Co., J. J. Little & Ives Co., Pictorial Review, Street & Smith, and others; also the Government Printing Office at Washington, The Boston Mailing Co. of Boston, Mass., and others of equal standing.

An imitation of the "QUICK BUNDLER" is now being advertised and displayed by two New York firms, one of which was formerly agent for the sale of the "QUICK BUNDLER."

The "QUICK BUNDLER" is fully protected by United States Patent No. 1,010,359, granted to us November 28, 1911; and in order that no one may be unwittingly misled, WE HEREBY GIVE PUBLIC NOTICE that any one purchasing and using the above named or any other imitation of the "QUICK BUNDLER" will at once become AN INFRINGER of our patent and LIABLE TO PROSECUTION for such infringement.

THE AUTOPRESS COMPANY

299 BROADWAY NEW YORK



EDDY PAPER TESTER

There is but one accurate way to compare samples of paper for quality, and that is by mechanical test. For this reason the U. S. Government, Paper Mills and Jobbers, and all others who KNOW, use paper testers.

The "Eddy Paper Tester" registers numerically the strength of each sample you examine. With such an instrument and your own brains, could you ever fail to select the best values?

The cost of the tester is small, and as we can not demonstrate the instrument to you personally, we will send one on ten days' trial if you desire.

Write us.

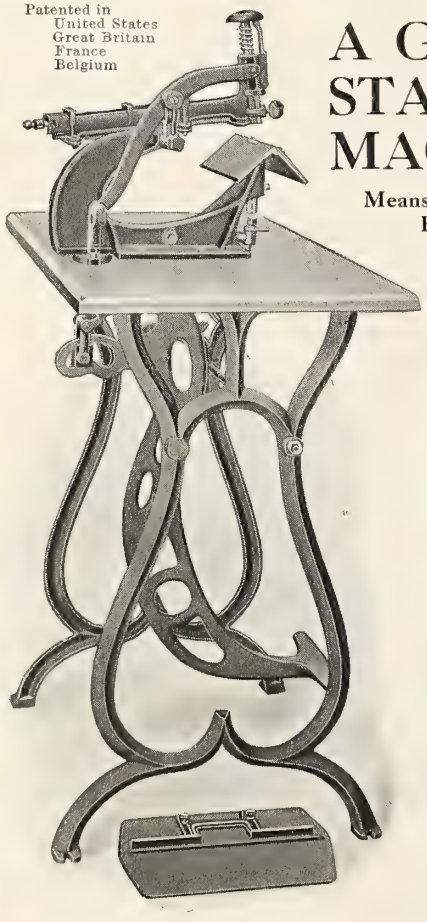
DOBLER & MUDGE

BALTIMORE, MD.

European Sales Agents

H. B. LEGGE & Co., 81 Cannon St., London

Patented in
United States
Great Britain
France
Belgium



A GOOD STAPLING MACHINE

Means Economy in the Printing-Office

It is an absolute necessity to every printing-office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

NR

NUERNBERGER-RETTIG

The Universal Type-Maker

IS A TIME-SAVER
A MONEY-MAKER
A CUSTOMER-PLEASER

It gives the printer complete independence in type supply, and enables him to use all his metal to the best advantage.

OUR MATRIX LIBRARIES

permit the printer to rent fonts of Matrices at a nominal rate, and thus to keep his composing-room up-to-date.

Address for all prices and details

UNIVERSAL TYPE-MAKING MACHINE CO.

321-323 North Sheldon Street
CHICAGO, ILL.

NR

Have You Seen the Swink Press Operate?

If you have, you no doubt noticed its perfect, smooth and noiseless operation. Its compact, solidly built design can not help appealing to the buyer who in most instances figures on space as well as a *satisfactory* price.



The Swink High-Grade Two-Revolution Press

is scientifically constructed, each part of the best material, is built like a watch. Its high speed averages 2,400 impressions an hour, perfect register, book-form or four-color work, and it is equipped with the best inking system.

Do not buy until you investigate the merits of our press. Catalogue will be supplied upon request, or special representative will call and see you.

The Swink Printing Press Company Factory and General Offices DELPHOS, OHIO



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago

Ask your printer the difference between cheap letter-heads and business stationery that is really economical

The right answer to this question will save you hundreds of dollars

While every successful business man appreciates the value of effective letter-heads most firms waste large sums annually, either because their business stationery is unattractive or unserviceable, or because it is needlessly expensive.

Take your printer into your confidence — help him give you the kind of letter-heads you want by discussing this important subject frankly with him.

Although you specify the most expensive paper, you can not expect really distinctive letter-heads unless you allow a fair price for printing. Careful printing is essential to effective business stationery, and you can not afford to economize on printing costs. But you can secure most attractive letter-heads — properly printed — by using Old Veda Bond — the paper that is capable of artistic, attention-commanding printing effects without being expensive. You thus get better letter-heads by paying your printer what you save on paper cost.

OLD VEDA BOND

is equal in appearance to the most expensive bond papers, and its wearing qualities are unsurpassed. Scientifically made by expert papermakers on thoroughly modern machines, Old Veda Bond presents a surface that makes the type of the typewriter stand out with a clean, clear-cut distinctness, while it permits of the most effective printing.

It is made in four beautiful, exclusive shades, Regular and Linen Finish, and permits you to add to the attractivenes of your letter-heads by adopting a house color for all business stationery. Old Veda Bond in colors also makes possible a two or even three color effect without the expense of three-color printing.

Your printer knows all about Old Veda Bond. He will tell you that he can give you better looking, better feeling, and better wearing letter-heads by using it. Old Veda Bond offers the appearance and service you are entitled to expect of any first-class bond — yet it costs less than many that are more expensive and offer less. With Old Veda Bond your printer can give you unusually striking letter-heads, and its reasonable price enables him to give you more careful workmanship and still save you money.

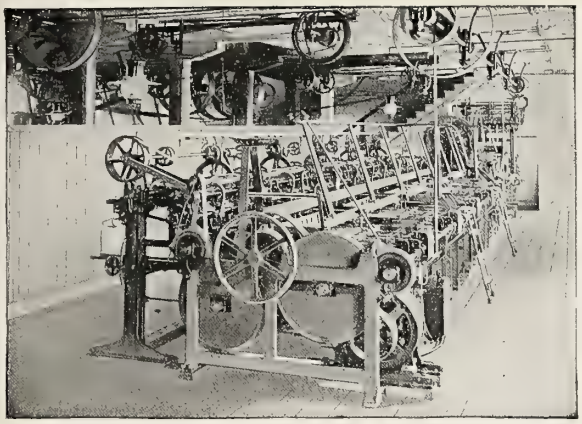
Your Printer Will Give You Full Information

As a business proposition it is worth your while to investigate Old Veda Bond. Ask your printer about it. If he does not use Old Veda Bond, just dictate a note to us and we will send you an interesting Sample-book showing specimen letter-heads. When you have formed your own opinion about the samples — show them to your printer and ask him if he can not give you better letter-heads at equal prices on Old Veda Bond. You will save money if you investigate NOW.

Millers Falls Paper Company

Millers Falls, Mass.

TO PRINTERS: This is the sixth of twelve full-page advertisements we have contracted for in SYSTEM during 1911 and 1912. This advertisement in the January issue of SYSTEM will be read by 100,000 Business Firms — possibly by 500,000 buyers of commercial printing. Consider what this advertisement means to YOU. Do you know any other paper manufacturer that is doing half as much to help YOU? Write us now for all details of our unique Plan to Increase Printers' Profits.



Westinghouse Motor Driving Folder

Westinghouse Individual Motor Drive will increase the output of your plant without increasing running expenses.

Put one of these motors on each machine, making each independent of all others, arrange all the machines for minimum handling of material, keep each running at just the proper speed (easily done with these motors), and then watch the production increase.

The motors will stay on the job continuously, day and night if necessary, and your power bills will be surprisingly low. No extra power charges for overtime work — the power required is always in exact proportion to the work done; you don't have to drive some hundred feet of line shafting to run one machine.

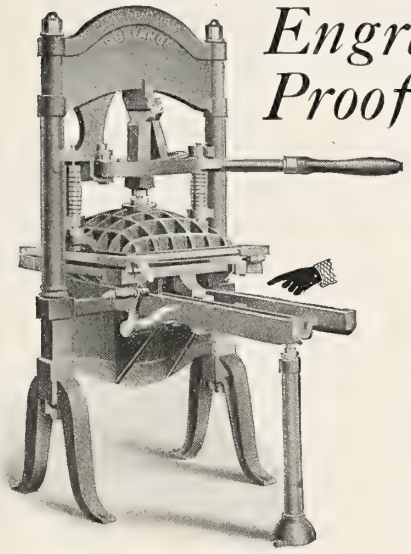
Our men are thoroughly familiar with every detail of motor drive. Their advice is free. Write for it to-day.

Westinghouse Electric & Mfg. Co.

Sales Offices in 45 American Cities

East Pittsburgh, Pennsylvania

A Reliance Photo-Engravers' Proof Press



with *Shniedewend's* Combined Lock-up and Register Device is the ideal proving outfit for the photo-engraver.

With Rack and Pinion Bed Movement.

MANUFACTURED AND SOLD BY

Paul Shniedewend & Co.

627 W. Jackson Boulevard, Chicago, U. S. A.

Also sold by Williams-Lloyd Machinery Co., 638 Federal St., Chicago; Geo. Russell Reed Co., San Francisco and Seattle; United Printing Machinery Co., New York and Boston; New York Machinery Co., 101 Beekman St., New York City; Toronto Type Foundry Co., Toronto, Montreal and Winnipeg; Klimsch & Co., Frankfurt am M., Germany; A. W. Penrose & Co., London, E. C., England.

The Mechanical Chalk Relief Overlay

has a purpose — and serves it well. EFFICIENT, PRACTICAL, ECONOMICAL, and replaces all antiquated former overlay methods.

A Process for the Large, Medium and Small Printshop

For samples and "shopright" charge address

WATZELHAN & SPEYER

183 William Street, New York

The Sabin Robbins Paper Co.

Middletown, Ohio

Specialists *in* Job Lots *and* Seconds

We carry a complete line of every grade of Coated Paper and Cardboards made in Seconds

Send Us Your Name for Our Mailing List

WOOD TYPE

(Wood Type Series 65 — 6 line)

We manufacture wood type of absolute perfection in point of uniformity, height and line. No underlaying necessary when you use our make. Our Wood Type is cut on solid grained end wood, specially imported for the purpose, and is made doubly durable by putting it through a special oil process to preserve against possible dampness. Wood Type is lighter in weight and cheaper in price than metal type. Our new catalogue showing modern type faces now ready. You should look it over and investigate the merits of our proposition.

EASTERN BRASS & WOOD TYPE COMPANY

Office and Factory: 71 Kennett Avenue **WOODHAVEN, NEW YORK CITY**

As Good As Currency

The printer or user of our high-class, specially made Enamel Book can strictly rely with absolute safety on the *quality* and *printing results*.

The printer is not forced to share responsibility with his customers when he recommends VELVO-ENAMEL. Its quality is recognized as standard.

Velvo-Enamel

A Quality That Leaves Nothing to Be Desired

The perfect coated paper, which embodies distinctive Velvo qualities — bright white color, uniformity of thickness and finish, a coated surface which will not pick even under the most exacting tests. A liberal quantity of samples will be cheerfully supplied to any interested printer, that he may make careful and searching demonstration of these claims.

For colorwork, in fact any high-class printing, VELVO-ENAMEL is without superior.

Our color catalogue, showing various tests and printing effects in black and in colors, shows how an enameled paper should work under all conditions.

We carry the largest stock of Enamel Book, S. & S. C., and Machine Finish Book Paper in Chicago, ready for quick delivery, in case lots or more, in standard sizes and weights.

West Virginia Pulp & Paper Co.

(Incorporated)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

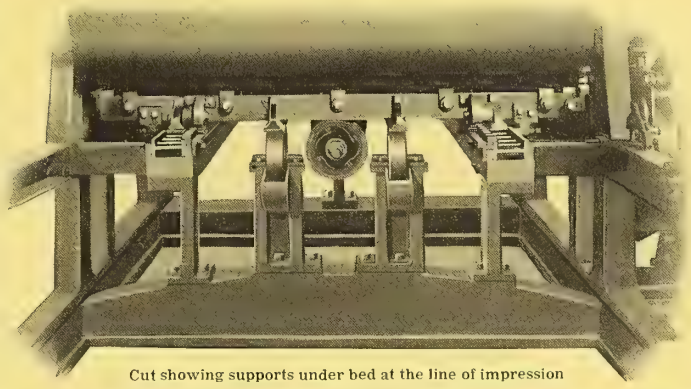
Fifteen Years Without a Cent

for repairs is not an exceptional record for Cottrell Presses because the Cottrells are built of the best material for the purpose by mechanics who have worked all their lives on high grade printing machines and under the most ideal conditions imaginable.

Of more importance than this is the general design and simplicity of the parts—individually and when assembled. A single revolution press to give this quality of service must be capable of providing the best grade of output in the hands of workmen with a limited experience.

MEXICO, N. Y. For upwards of fifteen years I have been using a Cottrell Drum Cylinder Press for running off the Independent and the numerous bills too large for the Gordon Job presses. During all these years I have never had a breakdown and have not spent one cent for repairs. I have always found it reliable, simple and easy to handle, and it still gives a rigid impression and a good register. It gives me great pleasure to speak thus well of your most excellent press and I hope your firm may continue to have large sales and great success.

HENRY HUMPHRIES



Cut showing supports under bed at the line of impression

The elimination of all complicated parts and the manufacture of essential parts with a perfect understanding of the duty they must perform guarantees the satisfactory operation of the

Cottrell Single Revolution Press

when placed in the hands of workmen found in the smaller cities and towns while pressmen who understand the principals of a hard make-ready are able to closely approximate the results achieved with high grade two-revolution presses.

We have recently published a booklet which thoroughly outlines the field of the single revolution press—what it will do and under what conditions it is the safest and most economical press to purchase. Every printer and publisher in the smaller cities and towns who is considering the purchase of new pressroom equipment should send for a copy of this booklet and give it a thorough reading. Application should be made to the nearest Keystone house or salesman.

Keystone Type Foundry

General Selling Agents

Philadelphia **New York** **Chicago**
Detroit **Atlanta** **San Francisco**

C. B. Cottrell & Sons Co.

Manufacturers

Works: **25 Madison Square, North, New York**
Westerly, R. I. **279 Dearborn Street, Chicago**

Set in Keystone's John Hancock Condensed and Harris Roman. Printed on a No. 5 Cottrell



PHILADELPHIA NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO

KEYSTONE TYPE FOUNDRY

FIRST SHOWING OF 12 POINT

NEW OLIVER PRINTYPE

MADE DIRECTLY FROM THE ORIGINAL CHARACTERS

Philadelphia, Pa., U. S. A.

Mr. Master Printer
Prosperity City, Everywhere.
Dear Sir:

To give the best there is in type founding products has always been one of the cardinal points in the desire of the Keystone Type Foundry, in fact it is one of the main reasons for our existence. This desire has never waned and we fully believe the increasing popularity of the Keystone can be attributed very largely to this one feature. This assertion is assuredly strengthened by the testimonials of the thousands of satisfied printers and publishers who are to-day using our productions to the practical exclusion of all others.

The growth of anything is stunted unless properly nourished. We could not live, let alone grow without the nourishment afforded by our customers--and we have grown. A few years back we were practically a local concern, and hardly known outside our own baliwick, while to-day we are known throughout the world, with busy warehouses in New York, Chicago, Detroit, Atlanta and San Francisco besides the main office and Foundry in Philadelphia.

It is said "A machine is only as strong as its weakest part." We believe a printing establishment is only as strong as its type, for the foundation of printing is type. It is evident, therefore, that the best results can only be attained by using the best type. Type is our strong point and practically our main efforts have been directed in making it of the highest quality.

TWELVE POINT OLIVER PRINTYPE

The following characters are furnished with each complete font:

a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D
E F G H I J K L M N O P Q R S T U V W X Y Z & $ 1 2 3 4 5 6
7 8 9 0 % # /) . , : ; ' - ! ? " _ @ ^ = * ¢

12 Point 20 A $1.70 100 a $5.65 Font $7.35 Justifiers in 1 and 5 lb. fonts at 52 cts. per lb.

Buckeye Covers

—the covers that make good printing easy and profitable, because of their high quality, moderate price and all-round usefulness. Now available in *16 colors, 4 finishes* and *4 weights* (including the new double thick), and stocked by the following representative dealers:

BALTIMORE	Dobler & Mudge.
BOSTON	The Arnold-Roberts Co.
BUFFALO	The Alling & Cory Co.
CHATTANOOGA	Archer Paper Co.
CHICAGO	James White Paper Co.
	J. W. Butler Paper Co.
CINCINNATI	The Chatfield & Woods Co.
	The Diem & Wing Paper Co.
	The Whitaker Paper Co.
	The Cincinnati Cordage & Pa. Co.
CLEVELAND	The Union Paper & Twine Co.
	Central Ohio Paper Co.
COLUMBUS	The Central Ohio Paper Co.
DAYTON	The Keogh & Rike Paper Co.
DETROIT	The Union Paper & Twine Co.
DES MOINES	The Carpenter Paper Co.
DENVER	The Peters Paper Co.
INDIANAPOLIS	C. P. Lesh Paper Co.
	Indiana Paper Co.
KANSAS CITY	Graham Paper Co.
LOS ANGELES	Zellerbach Paper Co.
MIDDLETOWN, OHIO	The Sabin-Robbins Paper Co.
MILWAUKEE	The E. A. Bouer Co.
	Standard Paper Co.
MINNEAPOLIS	McLellan Paper Co.
MONTREAL	Howard Smith Paper Co., Ltd.
NASHVILLE	Graham Paper Co.
NEW ORLEANS	E. C. Palmer & Co.
NEW YORK	Henry Lindenmeyr & Sons, 32-34-36 Bleecker Street.
OAKLAND, CAL.	Zellerbach Paper Co.
OMAHA	The Carpenter Paper Co.
PHILADELPHIA	Garrett-Buchanan Co.
PITTSBURGH	The Alling & Cory Co.
	The Chatfield & Woods Co.
PORTLAND, ORE.	Pacific Paper Co.
RICHMOND, VA.	Richmond Paper Mfg. Co.
ROCHESTER	The Alling & Cory Co.
SALT LAKE CITY	Carpenter Paper Co. of Utah.
SAN FRANCISCO	Zellerbach Paper Co.
SEATTLE	H. N. Richmond Paper Co.
SPOKANE	John W. Graham & Co.
ST. LOUIS	Graham Paper Co.
ST. PAUL	Wright, Barrett & Stilwell Co.
WINNIPEG	John Martin Paper Co.

FOREIGN SELLING AGENTS, Henry Lindenmeyr & Sons, London, England

Sample-book No. 1 shows Single Thick weights in all finishes.
Sample-book No. 2 shows Double Thick and Ripple Finish.
"Buckeye Proofs" show how to print them effectively.
Any of the above sent free if requested on your business letter-head.

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER
in HAMILTON, OHIO, since 1848

Of all work that produces results, nine-tenths must be drudgery. There is no work, from the highest to the lowest, which can be done well by any man who is unwilling to make that sacrifice. Part of the very nobility of the devotion of the true workman to his work consists in the fact that a man is not daunted by finding that drudgery must be done; and no man can really succeed in any walk of life without a good deal of what is called, in ordinary English, pluck. That is the condition of all work whatever, and it is the condition of all success—and there is nothing which so truly repays itself as this very perseverance against weariness

"Intellectual Life"

Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

Copyright, 1911, by The Inland Printer Company.

The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Trades

TERMS: $3.00 a year, in advance. Foreign, $3.85 a year. Canada, $3.60 a year.

No. 4 JANUARY, 1912 Vol. XLVIII

The Candid Boss

By ADAM MYSTEAQUE

I HELD the offending, also offended, proof in my hand. Up each side and through the center, across the top and bottom, inserted here and there in that 4½ by 7 page, I had rules and panels enough to fill a full-page advertisement. It was a tedious piece of work — a particular piece of work for a particular customer — and I had done it myself, because — well, because I was the foreman and knew more about the business than any one else. How much time it took I do not remember — enough at any rate to justify a score of miters, to fit in one or two lines of type with a "dingbat" to boot, and an imprint — (I never forgot the imprint). It was a work of art — no doubt about it — and it was well done, for I was the foreman and had done it myself.

"Billy," the boss said, "that is a wonderful piece of work — a beautiful piece of work. B-e-a-u-t-i-f-u-l, Bill, like the desert, for the vastness of it, and the uselessness. And it has another most admirable feature, Billy; it will keep a pressman busy for two hours at least, patching up those joints and bringing up the rules to suit your esthetic taste, and — "

He was about to proceed. So was I. But it is not to be supposed that our individual processions would lead in the same direction. As I remember the incident, I perspired a little. I had never been "called" before since I had risen from the ranks. I was mad through and through, and my vanity had had an awful rap. I thought of a thousand choice quotations to hand back to him, every one with commercial

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

marks scattered through it; but I held them back, walked to the locker, took out my coat and hat and, as quietly as my wrought-up system would allow, asked for my time in full to date. My five years in the office were up that minute, I thought, and my authority had never before been questioned.

"Come into the office, Billy; I want to talk to you a moment before you go," said the boss. I went, reluctantly.

"I have wanted to tell you, Billy, for some time, but somehow never mustered up the nerve to tear up your ideals. Understand, now, I realize I am no printer — never professed to be. I couldn't say what I do if I were, because I wouldn't feel it. Being a printer, I would look at this just as you do — from its artistic side; but, not being a printer, I can see this from the customer's standpoint, and, being the boss, I can see it from the money and practical side. Here is something you have doubtless overlooked: one man in a hundred will admire that page — say it is the best he ever saw. Another man in one hundred will say it is the worst that ever came from any shop. The other ninety-eight, Bill, will hunt around through those panels and figure out what the reading matter is — that will be as much concern as they have about it.

"Now, type — just plain, every-day type — as you see it and as I see it, are two different things. Type, as I see it, is in itself a beautiful thing ordinarily; it does one good to look upon a printed page with all its clear-cut letters, to know the painstaking care it has required to cut them, to drive them and cast them so perfectly; but to you printers, type is merely a part of your highly decorative scheme. You add rules, borders, ornaments; you subjugate the type, you demoralize its striking effect, you rob it of its virgin, self-contained beauty, and make it a part of a conglomeration.

"Ninety-eight men of the hundred we have cited, Billy, will tell you what is printed on a plain sheet, as compared with your job right here, after a passing glance, and it's the ninety-eight we are after — not the other two. Rules and borders are fine in their place — to separate distinct departments, to lend a new margin, to underscore — and from that diminish in worth to making a job for the galley-boy to put them in the case.

"Now, Billy, I like you. You have seen me grow from a little, one-horse concern until we are now taking on pretentious proportions.

You know our ordinary run of work goes through the shop like greased lightning, with your assistance. Your management does it, and you also know that this extraordinary, flummy-dubble work "balls up" the process of manufacture, holds the presses idle, kills more time than the job is worth, at double or triple price. I like your quick work; you slap in more style, more character, than any man I ever knew, and in less time."

Remember, readers, I had been right there in the office during the whole recital.

He handed me a big cigar. I took it mechanically and it braced me up. This boss of mine had excited a new interest in himself; he was a man of dual personalities; this last one had never been on exhibition before.

He turned to the desk, while I smoked, wrote a check and handed it to me. It was written for exactly half the amount due, as I had figured it over in my mind during that lecture. I looked up; he was smiling demurely, and the anger which he had led me away from by pointed facts returned in an instant. I wanted to hit him, and was out of my chair as soon as I noted the things just stated. "Bowen," I said, and my voice sounded strange to me, "Bowen, you are a low-lived cur, and a thief. You know that I have more wages due than that. You know your damned business has been made with my sweat. You know that I have stuck with you when every one else threw you down; have stood you off for months for honest pay, and now you try to short-change me. Get out of that chair, you damned old hound, and I'll wipe up the floor with you!"

I was in a frenzy; another word from him and I would have lost my honor and pounced on him as he sat, or done something else as ridiculous as it was unmanly.

He never flinched. I can say that for him; but he did grow white around the mouth before he said: "I wouldn't get up for the world, right now, Bill, because I don't want to encourage your violence; I don't want to lose my respect for you, and I would if you struck me; but I want to tell you why I made your check as I did. I gave you half your pay, and credit on this advice to the amount of the other half. It's worth it to you — you can afford to pay it — but it is a shame that I am forced to sell at that price when it has cost me what it has.

"You will go out now, son, and sell your services to some other shop. You'll take along with you all the good I've done you to-day. You will go into the new job, whether by your will or against it, and remodel your style — you can't resist it, even though at this moment you do not agree with me; you will always think that the old man might possibly have been right, after all, and somehow it will have its effect on you.

"So, the other fellow, who has done nothing to deserve it, will get the benefit of my loss, will get your friendship and your clever, speedy work, your good head and executive ability, while I must be content with a new man to carry on what you have started."

He turned to his desk again, wrote a new check for the full amount due, and enough over to buy a new suit of clothes, and exchanged it for the first one he had given me.

"Now, Billy," he said, "here is a peace-offering. I don't want the other fellows to get you. I don't want to lose you myself, perhaps, is nearer the truth. I want to get the benefit of this job of mine this afternoon, and it was a hard one for me to break into your ideals and possibly your heart; but you are young, you are brave and you are upright. I know you. I have depended on you like a right hand for the last five years, and you have always been around somewhere with an extra thumb when I needed you most, and I want you to stay right here. I am giving you a raise of enough to make it interesting, and I'm begging your pardon for everything that hurt."

He stuck out his big mitt like the thorough gentleman he was, he smiled a fatherly, good-natured, honest smile of gratification, and I forgot that an hour before I could have killed him.

(We are writing our names with a character "&" between them now.)

DECORATIVE ART

One of the first principles of decorative art is that in all manufactures, ornament must hold a place subordinate to that of utility; and when, by its exuberance, ornament interferes with utility, it is misplaced and vulgar.

GEORGE C. MASON — *Art Manufactures.*

Shop Efficiency

By R. O. VANDERCOOK

MEN, Material, Management — into these three divisions may all the producing factors of a shop be classified, but the greatest of these is management. Given the best of workmen and the best of materials (including machinery), but without efficient management, they avail but little when it comes to producing dollars for the shop. In fact, it is in the well-equipped plant, with the best workmen, that poor management is the most disastrous financially.

I do not like the trend of a lot of the talk, coming out at cost congresses and in the trade papers, to the effect that to be in the printing business is a calamity, and the trade to which the talkers and writers have given their lives is, in itself, the meanest and most unsatisfactory of callings, although the world willingly concedes that our business is "the art preservative of all arts," "the palladium of liberty," etc. These calamity howlers are not earning money, at least not what they think their abilities would command in any other calling, but it is a safe bet that many are earning all they could in other occupations requiring business brains. Because they do not prosper they try to make the cause of their failure the business itself, when it is their own inefficiency that is the goat that is eating up the coin.

The cost congresses of recent years have done a great missionary work among printers. Attendance at these gatherings has located the predatory goat for many a manager, and the said goat has been located right under the hat of the said manager. If he is an honest man and worthy of success in any calling, he admits the cold fact to himself, no matter how it may hurt his bump of self-esteem, and no sooner is the blame placed just where it belongs than things will begin to change for the better.

"Cost Systems" — what other manufacturing business would have existed as long as printing without the universal practice in it of accurate cost records? Other businesses did not require the patriotic and unselfish efforts of the competent to get the inefficient to install systems that would inform them what it costs to produce the goods they sell. Is it because printing required so little business brains and the

profits so large that almost any one could make a living at it without knowing the cost of the goods one sold?

Now printers' congresses have begun to shed light into hitherto dark places. The close analysis of the cost of every operation has shown the little leaks that sap the financial strength of the business and often kill it altogether. But there is a suggestion of unfairness in the trend of cost-congress discussions—that is, a tendency to put the burden of inefficient management on the consumer by unduly raising prices. It is a nice thing to get big prices, but inflated or trust-created values always react in time to a curtailment of demand. There is a right price for everything that is best for the producer and best for the consumer.

Now, if it can be shown, with the aid of the light shed on the fact that every motion in the printing-office costs money, that there are many ways in which motions can be saved or, in other words, cost of production be lessened, the burden of the unsatisfactory conditions of our trade need not be put altogether on the consumer by raising prices; but, on the other hand, a right profit may be made in the business at prices that will increase rather than diminish the demand for the output. In this the workmen — the trade unions — are just as vitally concerned as the shop management. I believe that in many a nonprofit-paying and unsatisfactory shop the scale of wages may be increased twenty-five per cent, the personnel of the employees not changed, prices to consumers not raised, and, at the same time, the shop change from an unsatisfactory, nonprofit-paying one to a satisfactory, honest, profit-paying concern. I make this statement well aware that many readers will say "impossible." All will say, however, that if it be true, the methods used are well worth looking into. Now for a specific case to the point: A small shop — three Gordons, two cylinders — was paying a meager but unsatisfactory profit. The proprietor began to see light, though it was before the days of cost congresses. Prices were not raised to customers, no men were fired, but wages were voluntarily increased. In three months' time the cash receipts of the shop had trebled, the cash outlays had not doubled, and the increased outlay was mostly for stock, paper, etc., consumed in the increased volume of work. But how did the shop get three times the amount of work to do? The same basic principles that increased the production or efficiency of the shop automatically attracted the increased business. One good customer

remarked that he was giving that shop most of his business because of the uniform good quality of the work and the "rapid fire" completion and delivery of all work that the shop would undertake to do.

But what were the methods that brought those results? "Give them to us, quick," you say. No use of giving the words to you, for you have had the *words* of the methods from the time you first entered school. You have inscribed the *words* of the methods in your copy-book when first learning to write. You did not comprehend as a boy the meaning of the words of the truisms you painfully copied in your writing-book. Do you understand them now? If you do, go to it and work out your own salvation. Your job will be to hitch those truisms to the problems of a printing-office.

The old writing-book copy, "Haste makes waste," is probably the most violated of all the maxims. Cost congresses have made clear the fact that every motion in a printing-office costs money—an infinitesimal amount, possibly, but something. To hustle and increase the *speed* of *all* motions is the first and possibly the greatest error of attempted reform in management. Your men get nervously keyed up; their hands and feet move at a high speed, too fast for their brains to properly direct. Ten excited, rapid motions produce a blunder which is worse than nothing done. One slow, deliberate and well-considered motion gets the results at the first try, and the work progresses.

The greatest study of management should be to find out how to save motions. If you give all your thought to getting speed in motions, rather than efficiency in motion, you will miss your object. In managing printers, never let an employee's hand move faster than his brain can intelligently direct it. Force your men *not to hustle*. Hustle means working with excited, nervous emotions. When you have trained a man to work accurately, first, last and all the time, regardless of everything else, he can not work any other way but swiftly. He feels a delight in his growing creative powers and he will use them, and you can not prevent it even if you want to.

Right here I want to say that I wish the school copybooks would have the maxim, "Low wages do not mean low cost of production."

The general topic, "Shop Efficiency," is too large to be discussed in one issue of THE INLAND PRINTER. It is the intention to continue the subject in each succeeding issue for some time. The subject divides

itself naturally into a number of subtopics, such as: Management in Handling Men; Management in Shop Equipment, etc. The succeeding articles will deal more specifically with the problems of a printing-office. But no mere words can help any one unless he grasps the sound, basic principles that underlie success in any calling.

The Legibility of Figures

By WILLIAM WELCH, U. S. Signal Corps

THE forms of the Arabic numerals have not all become quite so rigidly fixed as those of the Roman letters and there are some equally well-established variants of the same ones.

The figures bear no such relation to each other as the letters do when they form words; therefore, it is never possible to tell what an indistinct figure is, or is intended to be, by those next to it. For this reason it is most essential that each figure be made to differ as much as possible from all the others, so that one will not be

COMPARATIVE WIDTHS OF THE FIGURES

FIGURES	1	2	3	4	5	6	7	8	9	0
American Type Founders Co.	.15	.75	.75	.73	.75	.75	.75	.75	.75	.80
Barnhart Bros. & Spindler	.20	.72	.72	.62	.72	.78	.86	.78	.78	.80
U. S. Coast Survey	.15	.70	.70	.64	.70	.76	.67	.76	.76	.78
H. S. Jacoby, Cornell	.17	.75	.75	.66	.75	.75	.67	.75	.75	.83
E. P. Ellis, Washington	.15	.75	.75	.60	.75	.80	.67	.82	.82	.87
L. Petzendoofer, Stuttgart	.15	.70	.73	.68	.73	.73	.71	.77	.73	.77
Average	.16	.73	.73	.66	.73	.76	.72	.77	.76	.80

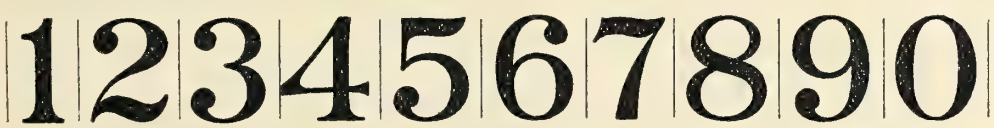
mistaken for another. This can be done by avoiding or modifying such features or details as cause a similarity between any two figures and by accentuating those which cause any one figure to be most unlike all the others. For examples: A flat-topped 3 is too nearly like a 5, a 3 with the balls brought in near the center and a symmetrical 8 resemble each other somewhat, and when the balls of 9 and 6 are brought near

the center and these two figures are imperfectly printed, they sometimes resemble each other, 0, 3 or 8. In indistinct typewriting, 3, 5 and 6 are often difficult to distinguish.

The four elements which affect the legibility of letters and figures are their proportions of width to height, the spacing intervals between them, the style of the type and the variants of each character. The relative widths of the figures, as found in six recent and excellent examples, are compared in the table on preceding page.

The average gives the normal proportions, which are varied by condensing or extending the figures or by making them boldfaced or light.

The forms which are most commonly used and, therefore, regarded as most nearly correct are these:

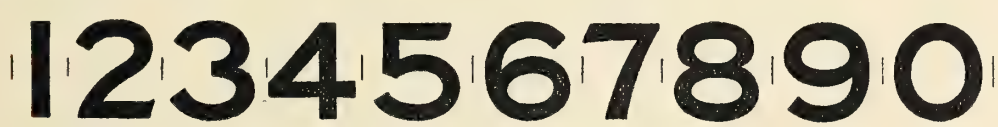


Between them are shown the fine, vertical trimming or spacing lines which cause any combination of figures to appear to stand equally distant from each other when placed together. The distances these lines stand from each figure are as follows:

28 1 27	11 2 13	11 3 15	0 4 30	13 5 13
15 6 14	7 7 9	14 8 14	14 9 15	13 0 13

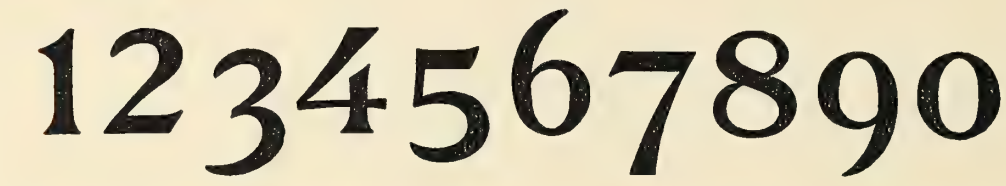
This spacing interval may be made wider or closer by adding the same amount to all the spaces or by subtracting the same amount from each one.

Some incomplete tests (by the author) with the Gothic letters I, O and H, indicated that they are most legible when the width of I is a little more than 1:6 of its height, the width of H about 4:5, the width of O about ninety-five per cent, and the spacing interval between I and I about 2:5 of their height. They are the proportions used for the figures in this line:



These figures are not entirely satisfactory; for 6, 8 and 9 are confused with each other when they can not be clearly seen. Also 3, 5 and 6 to a slight extent.

This set of figures was designed to be more easily read than any of the other forms:



Further investigations and tests doubtless will be made which will show that the legibility of these last figures can be improved very much. But few such tests are known to have been made except to determine the relative legibility of the different letters of the same alphabet. Such tests are incomplete because the legibility of type depends, not only upon the style, face and proportion which a person's eyes can distinguish best, but also upon his ability to recognize most readily those characters and variants with which he is most familiar. Therefore, there can be no way to determine which figures give the greatest degree of legibility possible except by making a series of tests upon the eyes of a large number of individuals.

To be complete, the records of such tests should show which (a) style of type, (b) variants, (c) weight of stem, (d) proportion of width to height and (e) spacing interval between several figures cause each one to be recognized most readily, and which of these cause two or more to be confused with each other most frequently. The different kinds should be read when displayed together in various combinations (a) for but an instant, (b) when made very small, (c) seen in a dim light, (d) at a distance and (e) by persons whose eyesight is not good.

EYESIGHT

Why has not a man a microscopic eye?
For this plain reason, Man is not a Fly.
Say what the use, were finer optics given,
T' inspect a mite, not comprehend the heav'n?

POPE—*Essay on Man.*

Interest on Your Investment

Is *Your* Money Worth as Much as *Borrowed* Money to You?

By ROSCOE K. BURROWS

IN making out your annual statement do you charge interest on your own money invested in the business? Without doubt, a very large average of printers will have to answer this question in the negative. Whether they are right or wrong is a much-mooted question. In the mind of the writer there is no room for doubt that they are wrong in not allowing or charging interest before they figure their profit. Yet many wise business men say that this interest should not be charged. One thing is sure: if the printer does figure this interest account before figuring the amount of his profit he will be sure that his capital has earned him more than he could get on it in an investment in stocks or bonds, providing, of course, his business shows any profit at all.

Take a man with $5,000 and some knowledge of the printing business who is also a good business man. He sees, as the average printer does not, a great prospective future of the printing business, and makes up his mind to get into it. He does not care to invest his entire capital and, as the plant he wants will cost about $4,000, he says to himself, "I will put in $2,000 of my own money and take the other $2,000 on notes and my credit." Does he have to pay interest on these notes, or not? He surely does; and is not his own money worth as much to him as the money of the dealer through whom he bought his plant?

Remember, our printer is a good business man. He allows himself a certain weekly salary and sees that he gets it. Those who say it is wrong to charge interest on your own money will say that this salary could not be taken if his money did not earn it, so that this item counterbalances the interest charges. But does it? Most certainly not. If this printer did not work for himself with his invested capital, he could and would earn as much as he probably allows himself and have his money invested in some good railroad or industrial stock, paying him a good interest without the *worriment* of carrying on a business.

For instance, say this printer allows himself a salary of $1,200 a year — and the writer knows many printers who don't allow them-

selves this much. He has invested $2,000 in this plant. At the end of the year he finds he has a balance on the right side of $240 after paying all bills. As he could have invested his money to pay at least six per cent, or $120, and was capable of earning as much as he took out of his business in salary, what is his profit on the $2,000? Is not the answer $120, or six per cent; not, as some would claim, $240, or twelve per cent?

Some say that when a man invests in a business he takes his chances of success and his balance at the end of the year represents his gain. But look at it from the other point of view — suppose this printer invested $2,000 in his business and at the end of the year his statement shows a deficit of $120. What is his loss? Looks easy, doesn't it? This $2,000 could be invested at six per cent, or $120. It was invested at an actual cash loss of $120. Is not the loss the amount of cash actually out, added to the amount that could have been earned if the money had been invested in a mortgage or some good railroad stock? It surely is, as the printer is out his $120 cash besides what the money ought to have earned. His actual loss, therefore, is $240, or twelve per cent.

Many will say that his salary of $1,200 offsets this loss, and his actual earning on his investment is the $1,200 he has taken in salary, less the actual cash loss, or $1,080—better than fifty per cent—surely good interest. It would be, if true. Admitting the actual cash gain is $980, although it ought to be $760 on this basis of figuring, is our printer's time worth nothing to him? Surely he is capable of earning $1,200 or, to be conservative, say $1,000 at any vocation he might choose. His money invested at six per cent, as it could be, would bring him $120, so his total earnings would be, if he were employed by someone else, $1,120. As admitted above, his $2,000 invested in the business has earned him $1,080. His actual loss in this case would be $40 if these figures were true. Besides this, he has all the worry of carrying on his business.

Take this man who invests his $2,000 in the printing business. If he is—and we said he was—a good business man, he will charge his six per cent interest, or $120, on his money invested into his interest account, and eventually into his fixed, or running, expenses. A customer comes in for an estimate, and when the printer figures this estimate, he knows the percentage he charges for overhead will give him

his interest on his money and then a profit. Why should not the printer make his customer pay him an interest on his investment as well as a profit? In the past, every business man but the printer has been in business for a profit, and in the future the printer is going to be in the same class as other business men. The amount of this $120 that will be charged up on each job will be so infinitesimal that it will hardly be noticeable. Yet, if you figure it, you can be sure, providing your other expenses are properly figured, that you are not doing business at a loss.

Don't be the "goat" of the business world any longer. Make other business men pay you what your work is actually worth, including the interest on your own money invested in the business. Don't let anyone else have what is rightfully yours, as this interest is. It belongs to you and you ought to have it, but if you insist on giving it away, you can find plenty to take it, and who could blame them?

A Leaf from an Ancient Book

By WALLACE CRAWFORD

SHORTLY after Henry the Fifth, of England, defeated the French at Agincourt, there appeared in England the first copies of the *Biblia Pauperum*, or "Bible of the Poor." The few copies of it at present in existence are either imperfect or in such bad condition that they can be neither handled nor read. This is not surprising when it is considered that it is a kind of catechism of the Bible, executed for the instruction and use of young persons and the common people. It is from this circumstance that the book derived its name. This was the only part of the Scriptures at that time within reach of the people, other than the nobility, a complete Bible in manuscript being then worth about $500. This will account for the destruction of nearly every copy of the Pauper's Bible by repeated use and for the mutilated condition of the copies that remain.

The book consists of forty leaves, printed on one side, about 6 by 8½ inches, each leaf having an impression of a wood block, with extracts and text descriptive of the illustrations. The characters and

figures are cut in intaglio, the relief method of wood engraving not being well understood in England at that time. The materials were very crude and the process laborious, which accounts for the clipped and abbreviated form of many of the Latin words in the text. Each leaf contained four busts, two at the top and two at the bottom of the page. In the middle were three separate groups, typifying some event in holy writ. The two upper busts usually represented certain prophets or other prominent biblical characters, whose names are added beneath the picture. Of the three historical subjects the chief type or principal piece was taken from the New Testament and occupied the center of the page. The pictures on each side were usually selected from incidents in the Scriptures which related in some way to the central group or figure.

Although much speculation has been indulged in by bibliographers respecting the age of the *Biblia Pauperum*, it is agreed by several authorities that the first edition must have been executed between 1415 and 1425, preference being given to the former date. Only five copies are in existence, none of which is complete. Two of these have disappeared, and are supposed to be in some private collection; the others are in the Bodleian College library at Oxford, the library of George IV., king of Great Britain, and in the public library at Basle, Switzerland. The specimen in the Oxford library shows the execution of the blocks to have been very coarse, and the form of the letters, compared with specimens in other books of which the date is well authenticated, are very gothic. The proportions of the letters also are badly preserved.

The *Biblia Pauperum* is classed with the "books of images with text." Of all the ancient books of images which preceded the present method of printing, the *Speculum Humanæ Salvationis* (the "Mirror of Human Salvation") is conceded to be the most perfect with respect to both design and workmanship. It contains a collection of historical passages from Scripture and a few from secular history which have some relation to the scriptural subjects. It is ascribed to a Benedictine monk by the name of Brother John, who lived about the beginning of the thirteenth century. This book was very popular and was translated into Flemish and other languages in common use in those days. Two Latin copies are extant, neither of which, however, bears

any date. There are sixty-three impressions of wood blocks in each, and these bear such a close resemblance to the *Biblia Pauperum*, with respect to design and workmanship, as to cause the belief that both books were done by the same artist.

The *Speculum Humanæ Salvationis* is said to be the most celebrated "block book" in history, if, indeed, the term block book can properly be given to it, in which the text accompanying the figures is mostly printed with movable characters in one edition, and in the other editions entirely so. It seems to hold a place half-way between the ordinary books which were printed wholly from engraved blocks and the first specimen of typography in its mature state. Apart from their great intrinsic value, these books are of great interest to printers, as they form important landmarks in the progress from wood blocks to movable types. Indeed, so great was the interest displayed in these ancient books by some of the prominent British typographers and book men that an edition of the Paupers' Bible was reproduced in 1884 by Unwin, the publisher, of London. It contains an interesting preface by Dean Stanley.
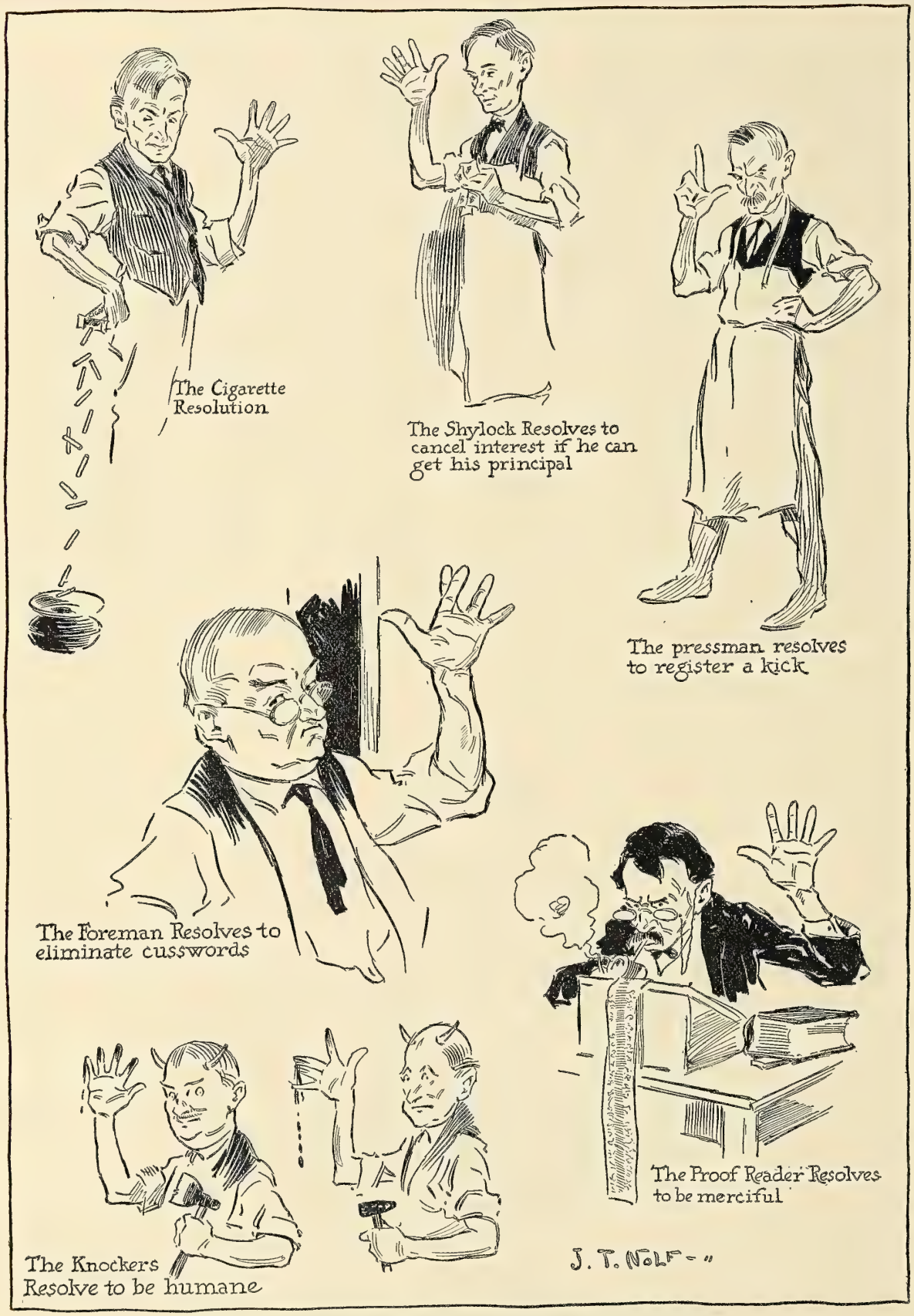
Paper

I Prayse the man that first did paper make,
The only thing that sets all virtues forth;
It showes new bookes, and keeps old workes awake,
Much more of price than all the world is worth;
It witnesse bears of friendship, time and troth,
And is the tromp of vice and virtue both;
Without whose help no hap nor wealth is won,
And by whose ayde great workes and deedes are done.

Six hundred men are set to work by him
That else might starve, or seeke abroad their bread,
Who now live well, and goe full brave and trim,
And who may boast they are with paper fed.
Strange is that foode, yet stranger made the same,
For greater help, I guase, he cannot give
Than by his help to make poore folk to live.

From "Now and Then," the house organ of the Alling & Cory Company

—THOMAS CHURCHYARD
[1520 (?) — 1604]



SOME RESOLUTIONS AND RESOLUTIONISTS

Drawn for The Inland Printer by John T. Nolf, ex-printer

Editorial

GOOD resolutions, like some promises, and all pie-crust, may be made to be broken. But inspirational reading helps very much in forming resolutions and in keeping them unbroken.

PARTICULAR reference is made to the literature sent out by the various printers' associations. These give the experiences of practical men in the work of determining the cost of production. The intensity of effort made in this direction might seem to be unnecessary, but it will not appear so if we reflect that the custom of centuries is being broken up, and it requires shattering blows to break the crust of indifference.

OUR felicitations to the members of the New York branch of the Printers' League. They are the evangels of an industrial doctrine that is dear to us, and we gladly acknowledge the debt of gratitude we owe them for the manner in which they hold afloat the flag of industrial comity. In the face of indifference most discouraging, these gentlemen have remained steadfast, and point to some accomplishment. Perhaps we do not hear so much of the principles which the league enunciates as we did a few years back. From one point of view this is regrettable, for there was a wealth of information in the arguments and reasoning presented by and on behalf of the league. The demands of business are too exacting for men to read and reflect. Therefore, greater impressions are made by example than by preaching. The volume of work done and the number of employees represented in the membership of the New York League demonstrate that the organization is something more than a preacher of an ideal. It is a practical, useful force, and by its good works shall it become known and prosperous.

A Department for Country Printers.

With this issue we start a department for the especial purpose of aiding small country printers and publishers. It is conducted by R. T. Porte, a gentleman who has had wide experience in that field. He is an enthusiastic exponent of efficiency, and is now, and has been for a short time past, secretary of the Cincinnati Ben Franklin Club. For long we have desired to give better service to the subscriber who is conducting a small job-office, usually in connection with a weekly paper. He has problems peculiarly his own — and they are not at all the same problems they were when we of the city were cognizant of them. We trust the "little fellows," as some dub themselves, will take advantage of the opportunity and make free use of the department. In doing so they will be serving our purpose in helping to round out the paper, by making it more efficient.

His Majesty the Proofreader.

We saw it in the first copy that came from the bindery, and here and there in our waking and sleeping moments we had a "misery" thinking about who would discover the blunder. Several communications referring to the editorial came along, but they referred to the central idea, and did not touch on the source of our worries. So by degrees we began to feel secure and the world was looking bright again. Perhaps it is not altogether a manly attitude of mind, but we plumed ourselves on the fact that "there's another one that 'got by' all right." Now comes our esteemed *de luxe* contemporary, the *Graphic Arts*, for November, and lo and behold! Editor Johnson falls on that pestiferous nightmare of ours and in a three-page article chides us for our fall from grace, drives us out of the tents of Israel, making us an Ishmaelite and ashamed.

In sackcloth and ashes, and sorely distressed, we cry aloud, asking forgiveness. There is a rift in the dark clouds that gives us some joy: the crassness of our seeming offense against the gods of art stirred our contemporary to a spirited and informing remonstrance which is in a measure compensating.

Now, as to what we did that caused all the pother: In the October issue we spoke of craft changes as exemplified in the characters of the men who were leaders and are leaders now. In one paragraph what appeared in the first proof was: "Times have changed. Printing — commercial printing — has ceased to be an art. It is now a manufacturing and selling business." This did not express the writer's idea, and, without

looking at the copy, the word "only" was inserted after "art." The fates being in a fiendish mood, while the proofreader nodded, the insertion was made after the word "business."

This then was the cause of our secret sorrow and Brother Johnson's public perturbation. Far be it from us to say that printing has ceased to be an art. Our readers will exonerate us from any such offense, and the context of the dream-disturbing article disclosed that we are still true to the faith of believing that printing is becoming more and more artistic in all of its processes.

The Way You Look at It.

A prominent printer tells a story which shows the point of view which has been too common among printers. He was endeavoring to induce a firm to get on a real business basis. It had been running about thirty years, and the partners were very well pleased with themselves. They had started with nothing and now pointed with pride to a $75,000 plant. Meantime they had drawn the princely salary of $30 a week each. It is difficult to budge such self-complacency. But the missioner found a vulnerable spot. He said to the pressman end of the firm: "Would you accept a position as superintendent of my pressroom for less than $50 a week?" Of course he wouldn't. Then the self-constituted instructor pointed out that if he were worth more than $50 as superintendent for another house, he and his partner were surely each worth that much working for themselves, as they had been for thirty years. They had been cheating themselves, for their plant would not sell for more than $40,000 or $50,000, and the difference between what they had allowed themselves and what they would have drawn in wages left a handsome surplus.

Self-satisfaction took flight, for the firm saw the cat. Forthwith the partners raised their salaries to $75 a week, each. Better still, the house did not go to pieces. It kept its trade, the owners live in good houses, clip coupons and are really enjoying a just compensation for their work and worry as manufacturing printers, as a result of looking at things right.

Selecting Trade-union Officers.

Developments in the McNamara case have an important message for members of the printing-trade unions. And it should not be forgotten when the election of officers comes round. It is all very well to say "None of our fellows would use dynamite." James B. McNamara is a compositor, and was an estimator and solicitor in Chicago. From reports he seemed to be the ordinary clean, ambitious young man. Yet he reasoned himself into the belief that he could help humanity by a policy of destruction. The absurdity of the policy must now be apparent to even the McNamaras. Constructive minds can serve organized labor at all times, and more than ever at this period of its development. Sentiment is a great and needful element in the advancement of society, but too much of it in those intrusted with leadership is a dangerous thing. They should be rather the children of reason. Recently one of the international officers of a printing-trade organization was removed from his position in an unusual and summary manner. It was said then that the gentleman, smarting under defeat, had developed "direct-action" tendencies.

As the McNamara case proves, an election of officers in a large organization is a serious business. Like a commercial venture, a union is fortunate when it gets a good man at the helm. There are any number of promisers in any walk of life, but the performers are few.

So it comes that in a crisis—and this is a critical period with organized labor—there should be no experimenting with the managers, unless they have proved false to their trust, or are indubitably incompetent.

The Lesson from Los Angeles.

Six months ago we said in these columns: "Some day, reputable trade unions, if they be jealous of their good name, will refuse to affiliate with organizations that are tainted with the bludgeon and the gun." Our hope now is that that "some day" is not as far distant as it appeared to be when those words were written.

Out of the dark clouds which have hung over the world of organized labor since the McNamara confessions there has come one bright ray of sunshine, which is also a gleam of hope for all law-abiding members of trades unions. We refer to the prompt and vigorous resolutions which have been passed by labor organizations throughout the country condemning the criminals and urging that every member of a labor union who is shown to have had a guilty knowledge of the Los Angeles deed be ferreted out and punished as his crime deserves.

The unions must be purged of the rough-necks and the plug-uglies if they are to endure. There is no half-way ground. Men are either for or against law and order. And one of the most effective ways for the rank and file of organized labor to protect their unions against the criminal element is to abolish secrecy in committee work. Not a dollar should be used that is not accounted for openly to the full membership. The "fund for organization work" must be treated as every other

fund, if a union is really desirous of protecting its good name.

That great good will come out of the Los Angeles affair is undoubtedly the opinion of all thinking men. Every union, in almost every trade, has its complement of wild-eyed radicals. Generally these men are the hypocrites of the labor movement. They never lose an opportunity to pose as simon-purists and cry down the conservative members who are endeavoring to use common sense and legitimate business methods in the conduct of the union's affairs. But we opine that the ranter will have rough sledding from now on in many of the organizations.

In the typographical union the element that would tear down this old and respected organization and rebuild it as a "red-blooded" and irresponsible force is negligible. In some of the larger cities will be found those who would violate their contracts and bring aspersion upon the organization. But we believe that the rank and file of honest men in the printers' unions are intelligent enough to see that contract-breaking is the first step toward a policy that would bring their organizations into disrepute, and breed within their ranks that contempt for law and order which finally would bring disaster similar to that which has overwhelmed the structural bridge and iron workers.

Paralyzing as is the Los Angeles blow to organized labor, it nevertheless is a day of triumph for all honest, peace-loving union men.

Not Optimism, But Facts.

It is the custom of many business men, as well as of men working for weekly wages, to be optimistic because they believe it good policy so to be. In reviewing the progress made during the past year in the printing trades, and the prospects for 1912, THE INLAND PRINTER is not required to indulge in optimism merely in the interest of good policy. The statement of a few simple facts should indicate what the future holds for printing craftsmen.

During the past twelve months employing printers have made greater progress toward coöperation than in any previous year. This has resulted in a campaign of education which already shows a marked effect on the trade's business methods. Reports from every section of the country tell of the unanimity with which printers are agreed as to the cause of distress in past years, and of the revolution that is in progress against the old order of things. What is most important, perhaps, is the fact that the movement has already demonstrated its value to printers. Detailing the splendid benefits derived from association with their fellow craftsmen and from the installation of cost-finding methods in their establishments, many members of the trade have given irrefutable testimony of what has been accomplished and what may be expected in the future. Under the new order, in numerous instances, owners of printing-houses declare that, with a smaller volume of business, their profits have been greatly increased and their businesses put upon a substantial and sound foundation.

From a business-method viewpoint the trade faces the new year in better condition than it has known since the discovery of the art.

There are other things which enhance still further the prospects for prosperity among printers. With more complete organization among employers, a growing sentiment for peaceable settlements of wage disputes has taken hold of every one connected with the business, and a friendly relationship between employer and employee is gradually being ripened into coöperative effort. Here and there will be noted the dying kick of a radical who does not believe in establishing friendly relations — who does not believe in trade agreements, nor conciliation, nor arbitration. But this is a progressive age, and, while the movement toward higher ground may be impeded, nothing will be able seriously to threaten the trend of modern thought affecting industrial warfare.

In looking over printing-trade progress and prospects, our attention will be especially directed to the wonderful advance made in the art itself. Probably more gratifying than all other phases of advancement is the keen interest taken in the general movement for more efficient service. The printing art has become a great business-builder. It is the agent through which many infant industries have been transformed into colossal enterprises. And the printer who has grasped the true meaning of "service" is devoting his ability and his energies, not to the making of low prices through the medium of cheap work, but toward the creation of printed matter which shall render genuine service to his patrons. This is, after all, the key to prosperity in the printing trades.

With better business methods among employers, short hours and good pay for journeymen; with the workers establishing technical-education schools and employers directing cost-finding courses; with a spirit of toleration and fair play permeating all of our activities, and the business world recognizing more and more the importance of the printing art in the development of trade and industry, surely there can be no reason for enforced optimism among printers in contemplating their prospects for 1912 or for any of the years to follow.



LAKE OF THE CYPRESSES, VILLA FALCONIERI, AT FRASCATI, NEAR ROME.

Apprentice Printers' Technical Club

NO. XIV.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

PUNCTUATION.

There is such a diversity of opinion on the subject of punctuation that the writer hesitates to lay down any rules whatever governing the use of punctuation marks. However, let it be understood at the outset that these rules are not infallible. They are given only as a basis on which to work.

Punctuation, like everything else, has its underlying principles; and it has been my endeavor to show, by rules and examples, just what are these principles. With this knowledge, and an ordinary knowledge of grammar, apprentices will be able logically and consistently to punctuate badly prepared copy — and this is the duty of every compositor.

The principal punctuation marks, or *points*, as they are called by printers, are as follows: The period (.), colon (:), semicolon (;), comma (,), interrogation point (?), exclamation point (!), dash (—), parentheses (), brackets [], quotation marks (" "), apostrophe ('), and hyphen (-).

THE PERIOD.

The period is used —

1. After all sentences that are not interrogatory or exclamatory.

(Almost every sentence in this lesson is an illustration of this statement.)

2. After abbreviations.

Esq. *(Esquire)*; Jas. *(James)*; N. Y. *(New York)*; Treas. *(Treasurer)*; Co. *(Company)*.

3. After Roman numerals and Arabic figures when they are used to number lists of subjects, tables of contents, or any index matter.

I. The Period 5
II. The Colon 11
III. The Semicolon 23

4. Between dollars and cents expressed in figures.

$1.50 $10.25 $104.36

5. To separate decimals from whole numbers.

1.41435 54.8766 156.3436

In columns of index matter or tabulated work periods are sometimes used, thus:

VII. Abbreviations 146

Such names as Will, Tom, Ben, Ed and Fred are not followed by periods, as they have become shortened names and are not, in a technical sense, considered as abbreviations.

Periods are not placed after words in which the omission of letters is indicated by an apostrophe; as, rec'd (*received*).

It is now considered the best form to omit periods from the ends of all display lines, and from the ends of lines arranged in indexed or tabulated form.

THE COLON.

The colon is used —

1. After a formal introduction to a quotation, a speech, or an enumeration of items or particulars.

Wilson, in an article on punctuation, says: "To study literature is to study punctuation."

The order of display in commercial stationery is as follows: First, the firm name; second, the business; third, the address.

2. After the formal salutation of a letter.

DEAR SIR:

We are in receipt of your letter dated the 3d inst., and in answer, etc.

3. Between a complete sentence and an additional clause which illustrates or explains the same idea without a conjunction.

The darkness of death is like the evening twilight: it makes all objects appear more lovely to the dying.— *Richter.*

4. Between two members of a compound sentence when the clauses of each member are divided by semicolons.

A beautiful form is better than a beautiful face; a beautiful behavior is better than a beautiful form; it gives a higher pleasure than statues or pictures; it is the finest of the fine arts.

5. In imprints, between the name and location of the publisher.

Chicago: The Henry O. Shepard Company.

6. Between hours and minutes, when the time is expressed in figures.

10:40 A.M. 9:33 P.M.

In railroad time-tables the period is used in this connection, and many prefer the period at all times. This, however, is a matter of personal taste.

THE SEMICOLON.

The semicolon is used —

1. After each member of a series dependent upon an introductory or final clause.

The following officers were elected: Edward Gandy, president; George Haines, vice-president; Frederick Samuels, secretary, and Thomas Short, treasurer.

From Boston to Albany; Albany to Buffalo; Buffalo to Pittsburgh; Pittsburgh to New York; New York back to Boston — this was the extent of my trip.

2. Between successive members of a compound sentence, when the conjunction is omitted and the connection is not close.

Everything grows old; everything passes away; everything disappears.

3. Between the members of a compound sentence which are subdivided by commas, even though the members are joined by connectives.

> Books are the food of youth, the delight of old age; the ornament of prosperity, the refuge and comfort of adversity; a delight at home, and no hindrance abroad; companions by night, in traveling, in the country.— *Cicero.*

4. Between the members of a compound sentence, when each member makes a distinct statement and depends on statements in other members.

> Wisdom hath builded her house; she hath hewn out her seven pillars; she hath killed her beasts; she hath mingled her wine; she hath furnished her table.

THE COMMA.

The comma is used —

1. After introductory expressions independently beginning a sentence.

> Young man, young woman, what is *your* aim in life?

2. Before and after an expression placed independently within a sentence without destroying its meaning.

> You must know, however, that this young man is seldom at home.
>
> He had, on the contrary, returned to his office.

3. Before and after an explanatory expression within a sentence.

> His departure, which was prearranged, was very hasty indeed.

4. After a phrase or clause which, if placed either at the end or in some other part of a sentence, would not change the meaning.

> To be frank with you, this is not a true statement of the case.

5. After each one of a series of words or phrases which have the same connection with what follows and between which, excepting the last two, no conjunctions are used.

> He was tall, thin, stoop-shouldered and pale.

6. After an informal introduction to a quotation.

> As Cæsar was going to the senate house, he saluted the seer, saying, "Well, the Ides of March are come." But the seer mildly replied, "Yes, they are come, but they are not yet over."

7. To separate contrasting words or phrases in the same clause.

> Speak for, not against, the principles of love, peace and honor.

8. To indicate the omission of a noun, a verb, or a phrase, so that the meaning will be clear.

> Milton was born in 1608; Dryden, in 1631; Pope, in 1688.

9. After adjectives and adverbs, except the last, where three or more are used in succession.

> He looked upon the world as a glad, bright, glorious abode.

10. Before the conjunction, when words or phrases are used for emphasis or contrasted antithetically.

> He, and he alone, was willing to sacrifice his life.

11. After each of a series of words and phrases arranged in pairs and connected by conjunctions.

> Ease and indulgence, luxury and sloth, are causes of misery.

12. Before and after participial and adjective phrases.

> The village, quaint and rustic, nestled among the verdant hills.

13. To separate vocative words or expressions from the context.

> Mr. Chairman, I am proud of this honor.
>
> You may say, my friend, that I was delighted.

14. After each member of a series composed of several words not connected by conjunctions.

> The men, the women, the children even, were up in arms.

15. Between two independent nouns and phrases connected by a conjunction.

> The door was closed, and the people were patiently waiting.

16. After an informal salutation at the beginning of a letter.

> My dear boy, Dear old Bob,

The rules and examples given herewith are, we believe, sufficient to show the use of commas. It can be seen that they indicate slight interruptions in the grammatical construction of sentences.

Use commas sparingly, and when in doubt omit them.

THE INTERROGATION POINT.

The interrogation point is used —

1. After a direct question, to which an answer is expected or implied.

> Is this a true statement of the case?

One is sometimes at a loss to decide whether to use the mark of interrogation or the exclamation point after a sentence interrogative in form but exclamatory in spirit. This is governed, however, by whether an answer is expected or implied.

> How can I ever forgive him!
>
> Do you realize what that means?

2. After each separate query of a compound interrogative sentence.

> Does he think only of fame? of wealth? of honor? or position?

3. After a sentence declarative in form but intended as a question.

> You will leave me alone?

4. Within parentheses, to express doubt.

> He was a very religious (?) man.
>
> They were convicted in 1849 (?) for sedition and high treason.

After the statement of a question no interrogation point is used; as, He inquired when it would be ready.

THE EXCLAMATION POINT.

The exclamation point is used —

1. After a word, clause or sentence indicating surprise, pain, grief or emotion.

> O God! that men should put an enemy into their mouths to steal away their brains! — *Shakespeare.*
>
> Oh! how you frightened me! (A comma should be used after Oh, except where especial emphasis on that word is indicated.)
>
> God save the King!

2. After the last interjection, when several are repeated to express a certain sound.

> Ho, ho, ho! You're the village joker.

3. More than once after words in order to add strength. These cases are rare.

> Fire! Fire!! Fire!!! The sound seemed to be directly over our heads.

Never use the exclamation point after O. It has no particular meaning except to indicate a wish or an imprecation, or to add strength or feeling to that which it precedes; as, O that I were a man! Away! Away! O ye unkind gods!

THE DASH.

The dash is used —

1. To indicate a sudden change in the thought, or the grammatical construction of a sentence.

If you go — and I know you will — you will never regret it.

Now, resuming our talk — but I see you are disinterested.

2. To denote faltering speech.

I — ah — well, you can hardly expect it.

3. Before a concluding clause upon which a series of phrases or clauses are dependent.

To be good and kind; to be honest and trustworthy — let this be our endeavor.

4. To indicate an abrupt termination of speech, or an unfinished speech.

I forgot — well, you know the rest.

He didn't walk, he wad —. Well, anyhow, he was a very corpulent person.

An amateur (literally, a lover) is one who pursues an art, science, or a game, for the love of it, not for a livelihood.

2. To enclose an amount in figures, when it is preceded by the same amount expressed in words.

The amount was one thousand dollars ($1,000).

The examples given below show the use of other punctuation marks in connection with parentheses. Note that the words enclosed within parentheses are punctuated as independent sentences.

The proceedings, as stated by Blackstone (Chapter III of Commentaries), were all written . . .

Where foresight and good morals exist (and do they not here?), the taxes do not stand in the way of an industrious man's comfort.



ON THE COLUMBIA RIVER, AT CASCADE LOCKS.

Photograph by Floyd Bushnell, member Butte Typographical Union.

5. Between words or expressions repeated for emphasis or explanation.

He talked of the ghosts — the ghosts of his ancestors.

6. After a side-head, to connect it with the words of a paragraph.

ART.— A complete account of the various principles of design.

7. Before the name of the author or work from which an extract is taken.

No more! Oh, how majestically mournful are those words.— *Longfellow.*

To indicate an omission of letters or words, when it is not desirable to give the word in full, a long dash is used.

He was presented to Mr. ——, the diplomat.

His home was on H—— street, but we never could trace him to it.

MARKS OF PARENTHESIS.

Marks of parenthesis are used —

1. To enclose words having no necessary connection with the rest of a sentence.

One was armed with a long dagger (about ten inches); the other carried a sword.

BRACKETS.

Brackets are used —

1. To enclose all extraneous matter written by some one other than the speaker or writer.

The gain of one thousand [rather high, we think] was effected in one month.

2. In reports of speeches, to enclose words explanatory of the emotions of the audience.

While woman may never be elected to Congress, she will continue to be the "speaker of the house." [Laughter.]

3. To enclose stage directions in printed dramas.

Shylock. [Aside.] How like a fawning publican he looks!

Lennox. May't please your highness, sit. [The ghost of Banquo enters, and sits in Macbeth's place.]

4. To enclose drop-folios (folios placed at the foot of each page of a book or booklet; as, [64]).

QUOTATION MARKS.

Quotation marks are used —

1. To enclose the exact words of an author, a speaker or a writer.

> Goethe tells us that "Man makes mistakes so long as he strives."

2. Before each paragraph of quoted matter, but at the end of the last paragraph only.

The following paragraphs are taken from an essay by Goodwin:

> "No subject is of more importance in the morality of private life than that of domestic or family life.
>
> "Every man has his ill-humors, his fits of peevishness and exacerbation. Is it better that he should spend these upon his fellow beings, or suffer them to subside of themselves?"

3. Singly, to enclose a quotation within another quotation.

> "Yes," he said; "I know it's true that 'chickens come home to roost.'"

Note how the foregoing sentence is finished.

4. To enclose names of books, articles, plays, pictures, subjects of sermons and addresses, etc.

> A very good book is "The Three Musketeers."
>
> The new play, "The Open Door," is a spectacular production.
>
> "Liberty" was the subject of his address.

5. To enclose words or phrases intended by the writer to possess an unusual, technical or ironical meaning.

> His "research" work was a case of misdirected energy.
>
> Her literary "salon" will long be remembered.

THE APOSTROPHE.

The apostrophe is used —

1. To denote the possessive case of common and proper nouns.

> He stays at my brother's house.
>
> Moses' hat did not fit him.

2. To indicate the omission of one or more letters in a contraction of two words used as one.

> I'm going home. *(I'm means I am.)*
>
> We're far from being satisfied. *(We're means we are.)*

3. To indicate the plural of figures and letters.

> There were five hundred 5's and three hundred N's in this one column.

THE HYPHEN.

The hyphen is used —

1. To divide words into syllables so as to show the proper pronunciation.

> in-dus-tri-ous *(industrious).*

2. To indicate the division of a word at the end of a line.

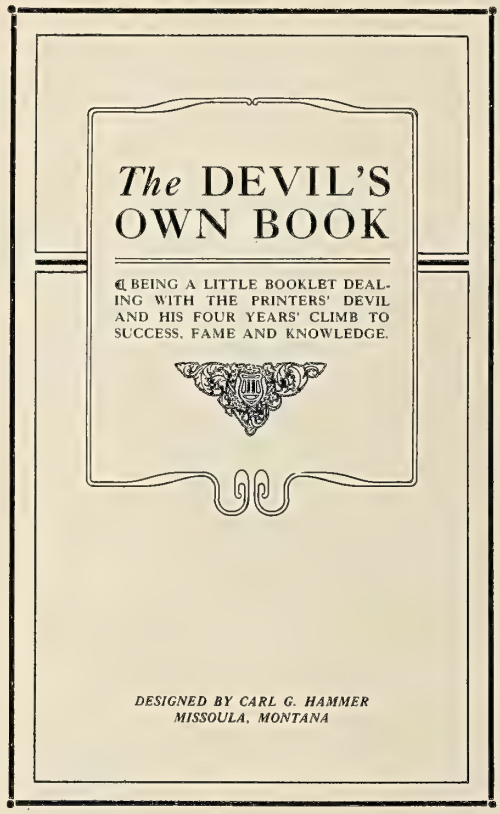
> (An examination of the ends of the lines in these columns will show examples of word divisions.)

3. In columns of index matter or tabulated work hyphens are sometimes used, thus:

> 22. Songs - - - - - - - - - - - - - 440

The title-page design reproduced herewith is the work of Carl G. Hammer, an apprentice with the *Daily Star*, Miles City, Montana.

Carl is a very enthusiastic student of the art preservative, and that he is now being rewarded for his studious propensities is well evidenced by this design. I say rewarded, for is it not a reward when one has so grasped the principles of display composition as to be able to set up such a harmonious and well-balanced arrangement? And this is a typical example of Carl's work.



We have on hand some forty complete sets of the entries submitted in our recent business-card contest for apprentices, and these we now offer at 25 cents the set.

The cards, fifty in number, are 4½ by 2¾ inches in size, and are printed in black ink on stock 6½ by 4¾ inches.

PILLS OF INK.

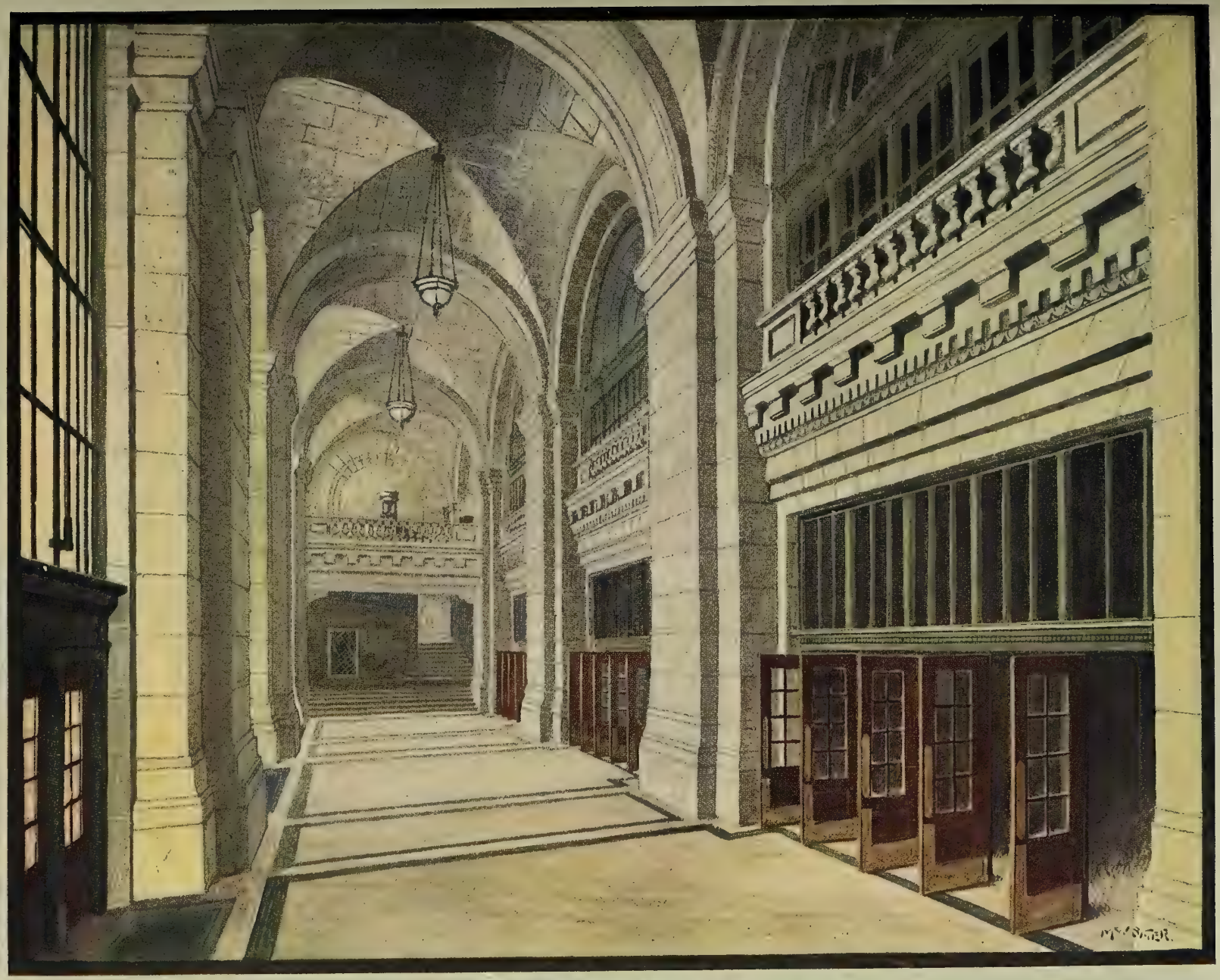
Director Ralph, of the Bureau of Printing and Engraving, Washington, D. C., was recently reported as having said that the ink used in the Bureau was clean enough to eat. P. J. Ryan, who has been having a controversy with the Director, in a late issue of the Washington *Trades Unionist* pokes fun at Mr. Ralph in "Walt Mason" style, as follows:

"Jim Dump is growing very punk, and fails each day to eat his lunch. He works in the Bureau, printing 'kale,' and piles up money bale by bale, and yet his life is one sad tale. He struggles hard, his front is bold, and things for him look awful cold. Poor James is worried; he begins to think, and calls in sawbones, Doctor Brink, who prescribes at once some pills of ink, and now his cheeks, once pale, are pink. Hurrah! Hurrah! for printers ink."

FROM BUCKET TO BRUSH.

She (in art museum)—"They say that famous marine artist was once a plain farmer's boy. I wonder where he developed his talent?"

He—"Probably drawing water on the farm."—*Boston Transcript.*



Vestibule Madison Street Entrance

"A GREAT ENTRANCE TO A GREAT CITY"

The magnificent new terminal of the Chicago & North Western Railway, Chicago, the [illegible] one in the United States. Costing over $23,000,000. Frost & Granger, Architects

Photographed and engraved by The Henry O. Shepard Company, Engravers, Printers and Binders

Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

OUR RESPONSIBILITIES TO THE DEVIL.

To the Editor: ROCHESTER, N. Y., November 30, 1911.

I consider the most important question confronting printerdom is the proper coaching of the devil. Step by step he should be trained as in school, and should not be denied a look into THE INLAND PRINTER when it is handed to the foreman. He has a right to it for the employer's benefit in time to come. But it too often happens that when the foreman gets the paper, that is the last seen of it. The devil, if properly trained, may rise beyond every one's expectation and be a living witness to the manhood of his foreman. WILLIAM J. LAUER.

[*Suggestion:* Buy another copy for the devil. The foreman may not see his again if he gives it out.— EDITOR. P. S.— Start the new year right.— E.]

"DISCRIMINATION IN WAGES."

To the Editor: CHICAGO, ILL., December 12, 1911.

Under the above caption, E. W. Fields, of Santa Cruz, California, proceeds to vent his spleen on linotype operators, in the December issue of THE INLAND PRINTER. He can't understand why operators are paid more money than hand men. It seems to me that the man who is capable of superintending a printing plant should readily understand this. Give a hand compositor and a machine operator the same take of copy, and the operator will put it into type in from one-fourth to one-fifth the time the hand compositor will. Isn't an increase of production of from two hundred to four hundred per cent good interest on the money invested in a machine?

I want to contradict his statement comparing operators and hand men. In the shop where the writer is employed it is made a condition of his holding a situation that he be able properly to punctuate his copy as he sets it, and the proofs are read very closely by competent proofreaders. I make the assertion that not one job-printer in a dozen can set an article from manuscript of considerable length and punctuate it properly, while a vast majority of operators I have known do this day after day. I believe that most of Mr. Field's experience has been with "barn-stormers," and not with competent operators. He has been in Santa Cruz too long, and should take a cruise around the country and see what is required of machine operators in all well-conducted job-printing establishments. B. F. MORRIS.

THE PHYSICALLY HANDICAPPED IN THE PRINTING TRADE.

To the Editor: NEW YORK, November 14, 1911.

Printing is so peculiarly a skilled trade, and depends so largely on headwork rather than on purely manual brawn, that it has always been an attractive subject in which to give instruction to the physically handicapped and crippled. This fact has been realized both here and abroad, and many of the best industrial schools and homes for cripples have installed miniature printing plants. One of the best of these is operated in connection with the Boston Industrial School for the Crippled and Deformed. Another is maintained by Holy Cross House in Cleveland, and the Widener Memorial Industrial Training School for Crippled Children in Philadelphia is planning to teach subjects allied to printing, such as photoengraving and electrotyping. The shop at the first-named institution supports itself by work given to it by charitable people and organizations, and the operatives are paid weekly wages. It also prints the annual reports and forms used by the institution of which it is a part.

Present indications point to an extension of this practice, which seems to offer so many attractive elements to the cripple. Type composition by machine and proofreading are both branches which do not necessitate standing or the exercise of physical strength. Furthermore, skill in them may be largely imparted by training.

To those engaged in work for cripples, this field is of the greatest interest, and it is the desire of the writer to secure from practical printers an expression of opinion on the subject, and to secure any further suggestions regarding other departments of the printing trade in which instruction might be given to advantage. Any such opinions or suggestions which printers may be good enough to send me will be highly appreciated, and will be made available to all those engaged in or contemplating engaging in this phase of work. Very truly yours,

DOUGLAS C. MCMURTRIE.

480 Park avenue, New York city.

IN BEHALF OF THE DEAF MUTE.

To the Editor: ST. AUGUSTINE, FLA., Dec. 1, 1911.

In THE INLAND PRINTER for November there appears an article from the pen of Tom J. Blake, of Eckhart Mines, Maryland. The article is intended to enlighten the hearing printers about their more "unfortunate brothers," the deaf.

The article is of some length, and, in many respects, is good, but there are one or two things which go against our nature. One paragraph, for instance, does not seem fair at all to the deaf. We quote the paragraph in question:

"Deaf printers as a rule are not very good in their command of English, especially when it comes to carrying on a conversation with pad and pencil. The deaf printer realizes this, and generally prefers to get work in the beginning, instead of carrying on a conversation, which endangers his chances of obtaining the position he seeks. Why so? Because most hearing printers are good conversationalists and are generally fair writers. So the employing printer can not understand how a deaf printer, who writes

such a jargon of broken-up English, can handle the trade in an intelligent and workmanlike manner. This is where the deaf, especially the deaf printer, is not comprehended. Why such inexcusable ignorance on the part of the hearing printer? His ignorance is no doubt passable, but his discrimination is not."

The writer of this article has no intention I am sure of casting any slurs on the deaf, his own class, but the general idea of the paragraph is so.

What we can not understand is why a printer, especially a deaf one, should be a "good conversationalist with pad and pencil." Does the above accomplishment make him any the better printer? It would seem that a printer who can read English and do his work well, and follows the Golden Rule of printers, which is to "follow copy," is a far better workman than one who is a good pad-and-pencil conversationalist and spends his time perfecting this accomplishment. An employing printer does not want a person who can write well, but wants a *good* workman. Because his English may be imperfect does not make the employee a poor printer. I know some printers *not deaf* who can not write good English, yet they are considered A1 printers.

Employers who have employed deaf printers rarely refuse to employ more. They find the deaf printer attends strictly to his own business, and does not waste time carrying on a conversation. The employer does not judge his employees by their English, but by their work.

The fact that deaf printers have difficulty in securing work is true. But it is not due to their English; rather, it is due to the employer not being familiar with deaf-mutes and not caring to find out by experiment just what they can do.

There are many deaf-mutes engaged in the difficult work of operating Linotypes and Monotypes. Would this indicate that they were judged by their "pad-and-pencil conversation" before they secured their places? Some of them have gone higher than being mere operators. One, in case, has even secured the foremanship of the linotype division of a daily paper.

IVAN M. ROBINSON,
Instructor in Printing, Florida School for the Deaf and Blind.

A PLEA FOR THE OLD PRINTER.

To the Editor: NEW YORK, N. Y., December 4, 1911.

Much has been written about the future of the old printer, the preserver of the art preservative. How should he be provided for in his declining years? Is he to become a public charge upon the community? Labor is honorable and "the workman worthy of his hire," so long as he is able to earn it. But, if through old age he is unable to do so, what then? The nature of his work is more mental than physical, the wear upon his nervous system and impairment of sight so great, that very few are able to perform the allotted day's work after passing the sixty-mark. This is a well-known fact, and purchasers of labor look with distrust upon the older workman. The old workman realizing his shortcomings would only too gladly accept any opportunity to make himself useful, so as to be self-supporting, but such is denied him through fear of his incapacity to perform the work assigned him with the same speed and accuracy as a younger man.

Many of the schemes to alleviate the sufferings and hardships of old age among printers, in the past, have come through philanthropic employers who have been associated with them from their apprenticeship and have taken a personal interest in their welfare, considering that, as the business increased and the firm prospered through their united efforts, so also should the faithful employee in his old age enjoy some reward for his labors.

Such acts provide for the few and are too sporadic to benefit the many needing assistance.

The Typographical Union provides sick and death benefits, pensions, and admittance to the Printers' Home in Colorado for those who desire to accept it. The Home is a large and commodious building, beautifully situated, and supplied with all the conveniences that give rest and comfort to the aged, and the well-kept grounds testify to the interest taken in them by the inmates. But there is no provision made for the future welfare of the old printer who does not belong to any organization, and who constitutes the majority of the craft.

Many employers believe that something should be done, and are willing to do their share toward promoting such a worthy object, but for want of suggestion or unity of action, have held aloof. With a desire solely to benefit my fellow craftsmen I herewith present three plans for your readers' kind consideration: (1) Retirement on a pension of half salary; (2) shorter hours and compensation equal to work performed; (3) the imposition of a tax upon employers and employees alike, similar to the German system now in vogue. The same to become an organization managed by a board of the members.

This is an age of good deeds done by good men. Will not some good friend of the old printer arouse his fellow craftsmen's interest in their welfare? KEN D.

A TRIBUTE.

To the Editor: ST. LOUIS, MO., December 14, 1911.

The purchase by the American Type Founders Company of the plant and good will of the Inland Type Foundry, of this city, has brought an end to the publication of the *Practical Printer*, the house organ of the latter concern. Now, Mr. Editor, if you will permit me, I want to lay a token of respect upon the grave of this publication, which, in its limited way, was really a fine thing. It was noteworthy among an untold number of such organs by reason, primarily, of its regularity of issue, appearing without fail and without delay, and without missing a single number, monthly, during the eleven years of its life — a thing no other typefoundry organ could boast of. Even the beloved *Typographic Advertiser* of old was most irregular in its "quarterly" issues. Then, it had good reading-matter, specially to help the printer in his work, even if occasionally it did seem as if the contributors were "teaching Granny to suck eggs." It did not take up much of the reading-matter space to exploit the foundry's product, and it did not — which was most commendable — have departments devoted to personal notes concerning the customers of the foundry, and to praising the work of those who sent in specimens of the jobs they printed in Inland type. It was always well printed, with constant changes in the styles of faces and their treatment. Every number was the best the editor knew how to get up that month. I have no doubt many thousands of those who received it will be glad to join me in these words of appreciation, and regret that it is now among the things that were. N. J. WERNER.

WHEN THE OLD MAN DIED.

"You know Jones, who was reputed so rich? Well, he died the other day, and the only thing he left was an old Dutch clock."

"Well, there's one good thing about it; it won't be much trouble to wind up his estate."

Written for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

ENGLAND.

AMONG the newly formed trade unions is the National Lithographers' Association, with headquarters in London.

ON the recent occasion of becoming one hundred years old, the printing-house of Waterlow Brothers & Layton, in London, issued a handsomely printed pamphlet, entitled "Under Six Reigns," in which is related the history of the concern from its start in 1811 up to the present day.

AN American consular officer in Great Britain reports that requests have been made at his office for the names and addresses of agencies for American books in England. He states that inquiry and investigation in the city in question have established the fact that no store exists where American books or publications could be purchased.

THE Great Western Railway has installed an automatic ticket-printing machine in its Snow-hill station at Birmingham. Each ticket is printed when bought at the delivery window, the apparatus being arranged to print three thousand different tickets. This renders it unnecessary to carry in stock the usual large quantities of ready-printed tickets.

THE Oxford University Press was awarded four grand prizes at the Turin Exposition. The jury specially congratulated this office upon the excellence of its binding exhibit. The Oxford Press also received sixteen grand prizes at the expositions in Paris (1900), London (1908) and Brussels (1910), for publishing, printing, binding, papermaking and collotyping.

THE work of teaching undertaken in the photography and printing crafts departments of the Manchester School of Technology deals with pure photography, photography applied to the production of surfaces for printing, to the different branches of typography and lithography, to bookbinding and to engraving for calico printing. The plan of teaching includes both lectures and practical work, and in most cases the subjects dealt with are arranged in definite, progressive courses, provision being made for the study of each matter from the elementary to the advanced stage. The work of the day courses has for its main object the giving of such preliminary instruction as will enable a boy to enter a business house with the advantages which come from an ordered acquaintance with the nature of the work which is undertaken, so far as is practicable, considering the short time usually allowed for such studies and the marked difference and method followed in various establishments. In the evening classes regard is paid to the fact that students have already entered upon their life occupation, and the courses are arranged to explain the principles and practice of the branch of the subject in which they are daily engaged. The day sessions began September 15 and continue until July 19 next. The evening sessions extend until the end of April.

FRANCE.

A NEW printers' union was organized a few months ago, to which only Catholics are eligible. A French contemporary says that it will probably have but few members, as a large majority of French printers are freethinkers.

THE superintendent of the National Printing Office, M. Héon, who is now sixty-two years old, has been requested to permit himself to be pensioned, and will be succeeded in office by M. Jacquet, a mechanical engineer of the first class, who has been heretofore engaged in a national tobacco factory. M. Héon entered the office as an apprentice in 1867 and worked his way gradually up to his high position. A few months ago a change was also made in the first directorship of the establishment.

THE Miehle Press Company, of Chicago, has opened a branch sales department in Paris, under the name, "La Société Anonyme des Presses Typographique Miehle," for the sale of its machines in France, Holland, Belgium, Spain and Portugal.

AFTER having been in one location thirty years, the offices of the Fédération Française des Travailleurs du Livre (the French national printers' organization), at Paris, have been removed to 62 rue Saint-Antoine, whence the semimonthly organ of the federation, *La Typographie Française*, is now issued.

SOCIALIST editors in America will note with envy that *L'Humanité*, the Parisian Socialist daily, has a circulation of sixty thousand copies, and made a profit in its last fiscal year of 23,000 francs ($4,416). Formerly it had large annual deficits, and collections had to be taken up among the Socialists to cover them.

A PARIS manufacturer advertises a cylinder press operated by a treadle, which he calls "*La Pédalette*," and claims that as high as twenty-five hundred an hour can be printed on it by one person. Those Missourians who hire negro power to turn the wheels of their "country cylinders" would, no doubt, demand a satisfactory demonstration before buying a *Pédalette*.

THE library of the Cercle de la Librarie et de l'Imprimerie last year bought 171 volumes of works pertaining to the graphic arts and trades and now possesses of such over four thousand copies. Among the acquisitions is a complete collection of Hinrich's Book Catalogue, so well known in Germany. The librarian of this institution is Mlle. Relluchet, who has achieved distinction by her devotion to a catalogue of incunabula.

THE Ecole Estienne, beginning with October, has again taken up instruction in the graphic arts. The various courses are attended by about two hundred pupils. Instruction is given free to those unable to pay for it, while sons of proprietors have to pay from 600 to 800 francs ($115 to $152) annually, according to the studies taken up. For foreigners, the fee is 1,000 francs ($193). The best courses are said to be those in lithography, copperplate engraving and bookbinding.

OUR highly valued contemporary, the *Bulletin Officiel* of the French master printers' federation, issued a monster supplement to its October number. This contains 26 pages of text, 53 pages of half-tone illustrations, 18 monochrome and color plates, and 48 pages of advertisements. The entire supplement is devoted to a review of the second French printing exposition, which was held at 68-70 rue d'Amsterdam, in Paris, last July, 2 to 25. It is a notably fine specimen of typography, and a perusal of it shows that the exposition itself was most interesting, instructive and satisfactory.

IN France there is a stamp tax upon all posters, excepting those of organizations which are recognized by the State as subserving public utility. This tax ranges from 10 centimes (2 cents) for each poster having an area of 12 square decimeters to 40 centimes (8 cents) for 4½ square meters, and 20 centimes for every fraction of a square meter above that. These rates apply to posters on metal, woven fabric, varnished paper, etc.; for ordinary paper (being less durable) the rates are one-half the above. Posters having more than five different advertisements on

them may be taxed double. Those intended for the interior of a store or shop pay no tax, provided they pertain to articles sold in the place. Posters advertising employment opportunities are also free.

THE Legion of Honor, whose decoration every Frenchman is desirous of obtaining, has recently admitted several printers. Among them is M. Delmas, of Bordeaux, who once was president of the master printers' federation. This craftsman has spent much time and money in the endeavor to bring order and hygienic conditions into French printeries. He is also an apostle of cost reckoning, with the object of bringing about a raise in the price of printing. He has such a reputation for wisdom in printing technic and economy that he is repeatedly called upon for advice by fellow craftsmen. Another of the decorated is M. V. Breton, lately a teacher of typography in the Ecole Estienne, but who lives now upon a modest pension granted by the city of Paris. This printer devoted his whole life to technical instruction in printing, has written several handbooks and also numerous articles for the trade press. Forty years ago he married a compositress, who gave up the case upon becoming his wife.

AT the last convention of the French master printers' federation, held in July, strong protest was voiced against the "artistic" rights assumed by photographers in work done by them for customers. These base their assumptions upon a law classing photographs as works of art and giving them excessive protection therein. Hence it is, that if one should have a personal photograph taken, paying for it the maker's highest price, one could not have it reproduced in half-tone or otherwise without the photographer's expressed consent; he can demand damages to the extent of 10 francs for each instance in which it is used by a publication. It often happens in the case of half-tones of prominent personages that the printer does not know who made the photographs for them. But the photographers' association makes a practice of sleuthing, and many a victim is thus caught in its nets and made to pay heavily for not obtaining the negative-maker's consent beforehand. The law even makes the printer liable if a customer gives him his own photograph to be reproduced. Hence it would seem the printers have good cause for complaining.

GERMANY.

A CORPORATION under the name of the Miehle Printing Press Company, Limited, has been formed at Berlin.

THE German firms employed in printing upon tin have recently organized a union to work in harmony with the master lithographers' society.

THE advocates of Roman versus German type received another setback in the Reichstag, on October 17, when their petition in its behalf was tabled.

A HUNDRED years ago (on October 30, 1811), Friedrich Koenig received a patent on the first actual power press, which was completed ready to operate in December, 1812.

THE CHAMBER OF TRADE, of Bremen, has instituted a course in cost accounting for printers, to run during this winter. An entrance fee of 3 marks (72 cents) is charged. The cost-accounting agitation appears to be universal.

THE editress of the *Frauenzeitung* had occasion to comment favorably upon an article written by a Dr. Häussel and published in *Daheim*. Incidentally, she quoted seventeen lines of the article, to indicate why she agreed with the writer. Yet he made a demand upon her for 100 marks, for using the extract, claiming infringement of copyright. Upon her refusal to pay this he brought the matter before the circuit court at Berlin, which, however, quite rightly gave a verdict in the defendant's favor.

A BUYERS' union was organized at Essen, in October, by publishers of small and medium-sized journals, which is to do the coöperative bargaining for and purchasing of paper, type, machinery and materials for its members. The union began with thirty-five signers and fifty more in immediate prospect.

THE newly issued edition of the German Address-Book, or directory of business men, firms, corporations, lawyers, attorneys, physicians, etc., is a gigantic work. It is in three volumes, having seven thousand four hundred pages, and contains about two and one-half million names, from forty-two thousand places. It is published by Rudolf Mosse, at Berlin.

THERE has been much disturbance for some time among the lithographers of Germany over the wage question. Both sides appear to be very stubborn and the arriving at an agreement may be a long-drawn out affair. Up to the middle of October 2,252 employees in 136 concerns laid down their work, while in 147 other concerns 2,313 employees were locked out.

HERR GOTTHOLD LESSING, of Meseburg, has given an endowment fund of 100,000 marks ($23,800), to be of assistance to those members of the editorial, mechanical and business departments of the *Vossische Zeitung*, of Berlin, who were employed therein during the lifetime of his father, C. R. Lessing, and also during his own management of the journal.

A UNION against the system of procuring orders by means of bribery was started not long ago, with headquarters at Charlottenburg. It now has over seven hundred and fifty members, with many more in prospect of admittance. A special mark, to be printed on the letterheads of the members to indicate their allegiance to the antibribery union, is being designed.

IN a recent case where a master printer was sued because of not giving sufficient instruction to a pressroom apprentice, it developed that neither he nor his head pressman (a young fellow less than eighteen years old, who could barely speak German) had acquired the right, by passing the "master" examination, to give instruction. It also appeared that cursing and slapping were more generously given the apprentice than an insight into the art of handling presses. As his methods of instructing did not seem to be effective with the boy, the master threw him out after several years' service. The court sentenced the accused to pay 100 marks damages, which truly seems little enough.

THE agreement upon a new printing-trades wage-tariff, between the representatives of the masters' and men's unions, was noted in these items. This agreement, however, seems not to be generally satisfactory, as in a meeting of ten thousand union members at Berlin a resolution voicing their unfavorable opinion of it was passed almost unanimously. The union employees at Munich and Hamburg have also officially denounced the new scale. The machine compositors in particular declare that it is not fair to them, as it lengthens their day's work. On the other hand, some proprietors are also grumbling, claiming wages were increased too much to yield them a profit. But all objections are now futile, as the understanding was beforehand that all the conclusions of the representatives who negotiated the scale must be officially ratified.

TO THE chapter of unconscious humor in the domain of trade and sports jargon may be added the following trans-

lation of a German example: "German goats (we speak only of the animals raised in stables, of a somewhat civilized nature, not of the half-wild cliff-denizens of the Alpine countries, just as when referring to cape goats we speak of the West-Provinces sort exclusively worked up by us, and not of the less worthy Algoas, Kaffirs, etc.) are on an average much smaller and lighter than the Cape; the heaviest weigh dried in the hair not over two kilos; Cape, three to four kilos, they are hardly larger, but not in proportionate degree, because they are thicker. German goats are fine and tender, of a soft touch and somewhat regular texture. Yielding to all manipulation, their character is of a sterling, elegant distinction. Cape goats appear broad and strong; their distinctiveness is a proud and manly one; their manipulation is very difficult, and they must be handled with force, yet with all possible consideration. However, they are very responsive to a good and tactful treatment and permit their good qualities to appear in a brilliant light. These consist in the possibility of producing a splendid grain, such as the most powerful German goats will never show" Mr. Reader, have you any idea what this talk is all about? 'Tis about leathers, as this is taken from a bookbinders' trade journal.

ITALY.

A CORRESPONDENT reports as follows regarding the international exposition held at Turin last summer and fall, which closed on November 19: "The exposition was a handsome one. In size and artistic taste it excelled those of Liége (1905), Milan (1906) and Brussels (1910). But it lacked sufficient attendance, due to the geographic location of Turin, which is not such as to attract many strangers. The great heat of the summer also hindered an influx of visitors. Only in September and October did the attendance become stronger, though not enough to afford appreciable relief in a financial way. Hence there will be a larger deficit than at previous expositions. This is to be deplored, as the show was really well worth visiting. In a middle-age castle, which was conveniently at hand on the site, a very interesting series of craftshops was arranged, showing how our ancestors of several centuries ago worked at printing, papermaking, typefounding, binding, bookselling, etc. Here paper was made by hand, and the compositor set up in a wooden stick his lines of type, which were provided centrally with holes through which a wire was run to keep them from pying. These reproductions of the workshops of the Middle Ages must have cost considerable to get up. It is intended to have them remain intact in the same place, and charge an entrance fee of 50 centissimi (10 cents) to view them. The living workmen will be displaced by wax figures. German printing industries were poorly represented at the exposition. England had excellent bookbindings on show, while France had the best display of printing and book publishing, but slighted art bindings." A glance through the reports fails to show that any American graphic concerns were represented.

BELGIUM.

A MONUMENT erected by public subscription to the memory of M. Desiré Vanderdorpe, who was a sheriff of the city, a provincial counsellor, and president of the Typographic Association, was recently unveiled at Brussels.

THE Musée du Livre (Book Museum), of Brussels, recently found itself suddenly without a home, having received eight days' notice to vacate its comfortable quarters in the rue Villa-Hermosa, the government intending to erect a new building on the site of the old one. As the Musée is somewhat cramped for funds, it found itself in a very vexing predicament. The tenancy had been at the will of the government. Its property has been temporarily distributed in different places until a suitable location can once more be found. The Musée du Livre, which was established in 1907, was the home of forty-two graphic-arts and book-trades associations of Belgium.

AUSTRIA.

IN this country concessions must be first obtained before starting printing-offices. A case came up not long ago in Mähren, where the master printers' organization had occasion to ask the authorities for a definition of what a "job-office" (Akzidenzdruckerei) may be. The answer was that, according to a cited law, a job office has the right to produce letter-heads, bill-heads, invoices, memorandums, bills of lading, dunning letters, circulars, statements, correspondence-cards, address-cards, price-tickets, labels, bills of fare, envelopes, visiting-cards, engagement and wedding announcements, dance orders, invitations, membership-cards, entrance tickets, programs and dodgers; also (and this is the astonishing part of the information) that these things may not be printed on sheets going beyond the maximum size of 34 by 42 centimeters (13½ by 17 inches).

HOLLAND.

THE publishing house of A. W. Sijhoff, at Leyden, well known for its numerous reproductions of rare Latin and Greek codices, intends soon to issue a facsimile of the renowned "*Codex Hebraicus Monacensis 95*," which is the sole existing manuscript of the entire Babylonian "Talmud." This codex, despite its small script, is remarkably clear and readable. It comprises, aside from title, prefix, etc., 1,140 folio pages, and will be issued in two grand volumes, at the subscription price of $175. The work of photoengraving and printing will be done by the art-printing house of Albert Frisch, at Berlin, which has also in hand the reproduction of Gutenberg's "forty-two line Bible," noted heretofore in these columns.

NORWAY.

AN agreement has just been entered into between the organizations of the masters and men in the photoengraving and chemigraphic trades of Norway, covering a wage-scale, which is to be in force five years. The minimum wages for journeymen are 24 crowns ($6.43) and for assistants 20 crowns ($5.36) per week. The normal week's work is forty-five hours and must not extend beyond forty-eight hours. The members of the masters' organization pledge themselves to employ only union people, while the latter are pledged to work for none but members of the masters' society. All disputes over wages and shop regulations are to be referred to a special committee for adjustment.

NUBIA.

DR. A. MIETHE, a teacher of photography at the Berlin Technical High School, while on discoveries bent, unearthed, in a cave in a barren side valley of Nubia, a number of designs graven in stone, which must have been covered by sand some thousands of years. They represent animals and hunters, and are considered of high value to the students of prehistoric conditions.

SPAIN.

THE independent journal, *El Mundo*, seems to rival a cat with its nine lives. Having been suppressed by government order, it appeared as *El Planato*, whose issue, however, was confiscated. It succeeded in issuing an evening edition, under the title *El Debato*, and the day after it came out as *El Mattino*, taking occasion to excoriate its chief persecutor in the government service.

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

A Typographic Astonisher.

F. S. H., Haddon Heights, New Jersey, sends this: "In perusing the pages of the November number of THE INLAND PRINTER my typographic teachings received a rude jolt. I had been taught that it is an unpardonable sin to end any line with the article 'a' or the pronoun 'I.' In the matter so nicely bordered and printed in two colors, and running on pp. 209-224, I find that the cap. I is so placed three times and the lower-case a thirteen. On page 213 a cap. A begins a sentence at the end of a line. I have also been taught that having three divisions of words at the ends of succeeding lines is improper. I find three such divisions on the first column of p. 233. On p. 211 there are three is's; on p. 223, three a's. Is it possible that my tutors have been in error, or are these things in THE INLAND PRINTER purely oversights? There seems to be an utter disregard of these rules all through the magazine. What are your views on the subject?"

Answer.— I fear that my views will furnish another rude jolt. Our correspondent's tutors were egregiously in error. It would be an unpardonable sin to waste an employer's time in changing the spacing needlessly to avoid the things objected to, unless the employer so ordered. The mere fact that these things occur in THE INLAND PRINTER should be conclusive proof that their doing is not an unpardonable sin. I began to set type as a piece-work two-thirder in 1864, and I had never heard of any such rules, except about the three divisions, until I received the letter I am answering. Yet these rules, as generalities, "listen good" to me. If a single-letter word can be taken over to the beginning of a line without too much trouble or bad spacing, it seems to me that it would be better there than at the end. Such matters are not economically amenable to government by fixed rules, although the compositor or operator who most nearly complies to the rules named, so as to give least occasion for objection or criticism, and without wasting time or making bad spacing, would thereby show that he is a good workman. I have examined some books, with the following result: Lodge's "George Washington," from the Riverside Press, Cambridge, Mass., with pages about the width of our columns, has lines on almost every page ending with a or I, and the cap. A beginning a sentence at the end of a line also appears more than once. Lippincott's "Life of Franklin," by John Bigelow, is similar. The first haphazard opening of Scott's "Kenilworth," in an edition by Adam and Charles Black, Edinburgh, showed an a at the end of a page, where the leaf had to be turned for the next word. De Vinne's "Correct Composition," page 138, quotes Drew's "Pens and Types" thus: "Theories are elastic — are expansible and compressible; but types of metal have set dimensions of extension, and, in some circumstances, absolutely refuse to budge — wherefore theories must gracefully yield, and allow, it may be, a two-letter division even in a wide measure. Types are tyrannical, and will sometimes perpetrate solecisms under the plea of necessity." De Vinne himself says, on the next page: "Assuming that all divisions are blemishes, some printing-houses try to put these rules in practice: avoid divisions in three consecutive lines, in the first and last lines of any paragraph or page, in the proper name of any person or place. . . . Without doubt, words always appear better unbroken, but the breaking of words may not be so unsightly as the breaking up of a general uniformity of the spacing between words." This same page has a line ending with "a," and there is one on the next page where the spacing would have been much improved by taking the "a" over into the next line. Mr. De Vinne does not mention any such rules as those named in our letter.

Pair, Pairs, Dozen, Dozens, etc.

H. H., Jefferson City, Missouri, writes: "Please tell me the correct use of the words dozen, dozens, pair, pairs. Also, in box headings of columns, should we have male, female, or males, females? We have some misunderstanding on these points, and the dictionary is not very clear on the subjects."

Answer.— It seems strange that the dictionaries do not answer such questions, but it is nevertheless true, as to these words at least. I can not find a clear statement in any dictionary of when we should say pair or pairs, or dozen or dozens. Dozens is really very little used. We say correctly a dozen things, not so often a dozen of somethings, or two or three (or any number) dozen things, just as we say a thousand, a million, five thousand or million persons or things. The dictionaries call hundred, thousand, million, and other words so used adjectives, and they give dozen as a noun only; but dozen is used exactly like the other words. Just as we say hundreds of persons or things, so we may say correctly dozens of them. If things are mentioned as in groups of twelve each, we should speak of them as in dozens. In such a case dozen, though meaning twelve, is a unit, therefore properly pluralized as dozens. Webster's New International Dictionary says that the plural of dozen is dozen or dozens, but the only real plural is dozens. Pair is very similar to dozen, but there was a time when pair was almost always used as pairs is now, and at that time the word often meant an indefinite number of elements as a group, as set or pack does now. A pair of cards was a common expression, and we still often hear of a pair of stairs, though not so much as formerly. This old sanctioned usage never disappeared from colloquial usage, but it has now no literary sanction, and is heard only in illiterate speech. The correct present use is shown in the Century Dictionary in its example "twelve pairs of gloves."

The use of male, female, or males, females, should be determined by the author or editor, who has a perfect right to make his own choice. Whichever one he chooses, he may, if he knows and cares enough, give a perfect grammatical defense of it. Male is primarily an adjective, and so is female. Used in a heading, they plainly represent male persons or animals, female persons or animals, the noun being supplied in the context. As nouns they still are merely used absolutely instead of the adjective and its noun. Two books may be cited in illustration, although both somewhat old. It is a point not altered by the passage of time, except in a present very common and growing dislike of the use of female instead of woman. The books are the ninth edition of the Encyclopædia Britannica and Appleton's American Cyclopædia, the first of which has males and females in heads and the other has male and female. Of those who decided such matters for the two works it would be very hard to choose one set as more authoritative than the other.

Written for THE INLAND PRINTER.

GRAMMAR AND PROOFREADING.

NO. VII.— BY F. HORACE TEALL.

PROOFREADERS often have occasion to question the propriety of construction in copy in connection with nouns, though not so often as some of them think they have. They seldom need to classify the noun in making a suggestion, but ability to make reasonable suggestions is much enhanced by thorough understanding of the accidence of nouns. Accidence is merely a changed form of the plural word accidents, called in the Century Dictionary a misspelling, and there defined as "that part of grammar which treats of the accidents or inflection of words." Accident is defined, "A variation or inflection of a word, not essential to its primary signification, but marking a modification of its relation, as gender, number, and case." Variations or inflections occur in nouns in the three phases named, though inflection for gender is now comparatively rare, the change for number is not always seen in the noun's own form, and the form changes for case only to make the possessive. Another incident of inflection that is worthy of note is the spelling of plurals.

Collective noun is variously defined in text-books and dictionaries, mainly because each new writer wishes to avoid mere repetition of what some one else has said. Goold Brown says: "A collective noun, or noun of multitude, is the name of many individuals together; as, council, meeting, committee, flock." William Chauncey Fowler says: "A collective noun is a name which, in the singular number, denotes more than one; as, an army, a company." This is plainly erroneous, because neither of his examples denotes more than one, and for another reason that will be stated later. The Century Dictionary defines the adjective collective as "expressing under the singular form a whole consisting of a plurality of individual objects or persons," and it says of the noun collective that "Collectives as subjects can have their verbs either in the singular or in the plural, the latter by preference in the familiar style; but usage varies as to different words of this class, according as they express more prominently a unity or a complexity; as, the jury meets or meet." But it would be better to say the jurors meet than the jury meet. The best action for the proofreader in this case is to follow copy. Webster's New International Dictionary says a collective noun is "a noun naming a collection or aggregate of individuals by a singular form, as assembly, army, jury, etc. When the designated collection is thought of as a whole, the noun takes a singular verb; when its component individuals are in mind, it may take a plural verb."

These various definitions are cited to show how differently the same intention may be expressed, and how much easier it is to utter a somewhat clouded expression than it is to say something perfectly clear and adequate. It certainly is objectionable to say that a noun is "in the singular number," as Fowler does, and then to say, as he does, that its verb may be sometimes singular, sometimes plural. "In the singular form" is much better. When the verb is plural, it is because the noun is construed as plural, notwithstanding its having the same form it has when construed as singular.

Here are many words used in saying what may be said with few words, but the many are used for a special purpose. Not only the authorities named, but many others, agree in considering collective nouns sometimes singular and sometimes plural. No one of them makes a better distinction between the different uses than that quoted from Webster's. Often no one can determine which is right except the author. The whole story sums up in the assertion that almost always the best the proofreader can do is simply to follow copy; not always, because some writers do occasionally get the wrong verb. A conscientious and careful proofreader does not willingly pass real errors into print just because some one else does not know grammar. Yet sometimes this has to be done. I am going to try to discover how to distinguish the differing constructions of collective nouns, not for those who already know at least as well as I do, but for those like some who have sent me letters showing that they have no idea that both ways can be right.

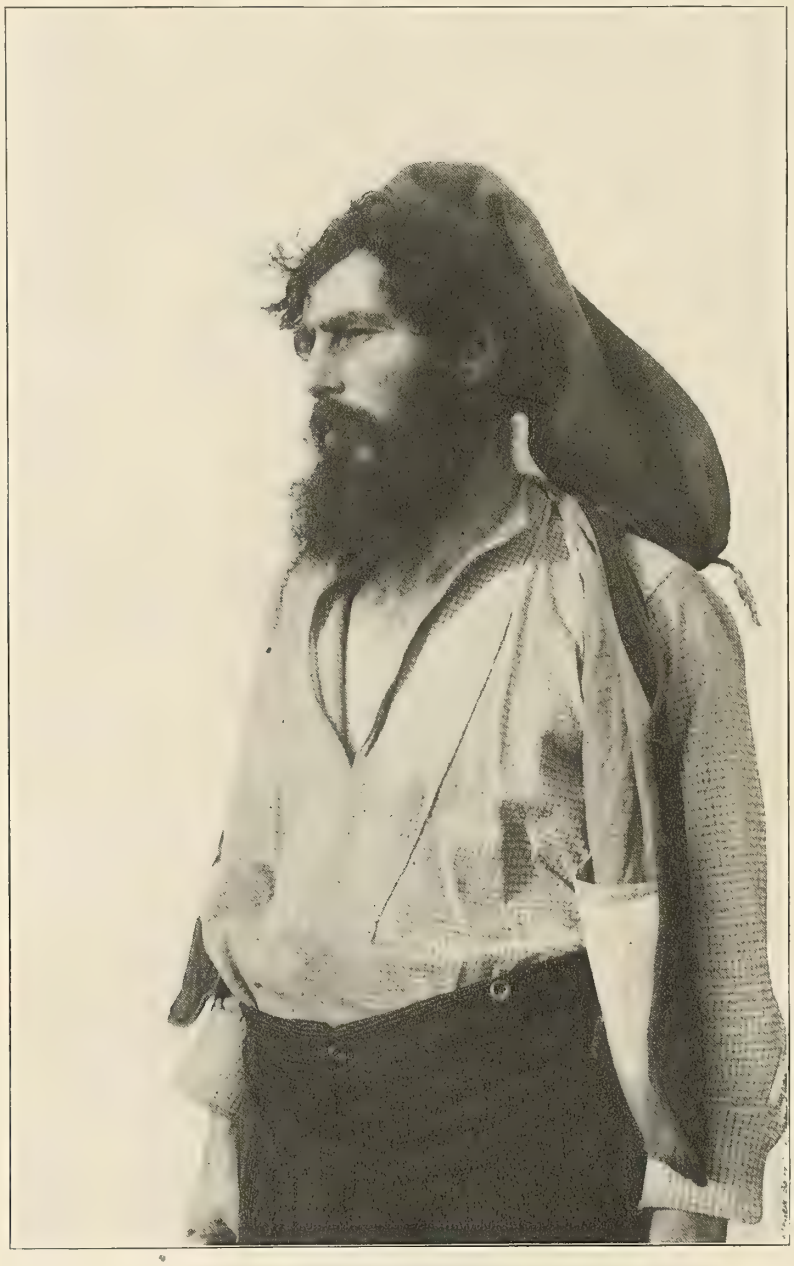
The word company is commonly the example used in asking the question. It is a word of various application, but always with the fundamental idea of a number of components considered jointly. Sometimes the aggregate is meant as a unit only, and sometimes with this is joined a more prominent connotation of the components as individuals. In the first case the singular verb is rightly used, and in the other case the plural verb; and sometimes, as said above, no one other than the writer or speaker can tell clearly in which sense the word is used, and in such case, which I fear I can not distinguish absolutely, no proofreader should make any change.

In referring to a business company the thought of unity is very nearly always uppermost. A corporation is one legal person, though composed of many separate personalities. Its actions are considered to be those of the body as a unit, though often decided by votes, some of which are unfavorable. A recent occurrence of this kind was reported correctly in these words: "When the company agreed to do so it was understood to be for a year, and it can not see its way to a change any sooner." Here "they can not see their way" would not be as well in accord with common usage, although it could not properly be called ungrammatical, as it would merely change the meaning to "the members of the company do not see their way."

A company of soldiers receives orders as a unit, notwithstanding the fact that all the soldiers are to act individually. We are correctly told that a certain company, or a regiment, or an army is to do something, not that a company, a regiment, or an army are to do it. Yet we may also be told correctly that a company, a regiment, or a brigade, or any other group, were the first soldiers on the field, or that they (meaning the members or components) did some-

thing. A company or other group is under orders, not are under orders.

An assemblage of visitors is a company, and we say our company has come or have come, according to whether we think of the visitors as a whole collection or as a plurality of individuals. Who is to tell the speaker which way he thinks, or that he must think one way in preference to the other? He makes no mistake in grammar either way. We assert that collective nouns must be construed always as singular or always as plural. This is a lesson that many proofreaders have not learned, and one that is worth impressive urging for all of them. It is well worth while for every proofreader to learn that his first duty is to produce what some one else wishes, not what he chooses for himself; in other words, that he is proofreader, not editor. By far the most important function exercised in proofread-



SICILIAN FISHERMAN.

may also say with equal propriety that a company of persons is gathered or are gathered. But if we ask all the persons in such a company to do something, and use the word company in our invitation, we had better say the company are requested, not the company is, because the plurality in the expression more clearly indicates that all the persons are included individually.

All words of the kind are subject to the same treatment as that of company, and all authorities admit the variations. In the face of such unanimity no one can with propriety ing is that of exact imitation or reproduction. The one who cultivates this most accurately, and then adds to it the ability to suggest or to make valuable editorial corrections, is the best proofreader; not the one who puts most of his energy into the criticizing or editorial effort, almost always involving failure to correct the printers' errors, which correction is what he is paid for.

This paper was intended to include other grammatical aspects of nouns, but so much questioning had been encountered as to collectives that the intention was abandoned.

Some typographical designs by Mr. Albert K. Ness, of Cheboygan, Michigan, together with a few suggestions for commercial work:

McMullen Printing Company, *Stationers and Printers*

LEGAL BLANKS *What We Do We Do Well* OFFICE SUPPLIES

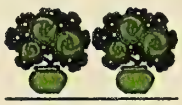


72 Main Street, Cheboygan, Mich.,
_____ 190__

Prospectus

of the

Cheboygan Pottery Company



Cheboygan, Mich

Wood to Burn



NELSON & CLARK
Cheboygan, Mich.

Commercial specimens by A. K. Ness, Cheboygan, Michigan.
(See Job Composition Department.)

Cheboygan Lodge, No. 504, Benevolent and Protective Order of Elks

C. L. MARQUETTE, Exalted Ruler
PHIL JASNOWSKI, Secretary
E. F. NEWELL, Treasurer



Cheboygan, Michigan, [_____ *190*__]

McMULLEN PRINTING CO., *Stationers, Printers, Embossers*

At the sign of *ye* Printers' Devil : : : Opposite Postoffice : : : Seventy-two Main Street

In Account with _____ (Cheboygan, Michigan _____ 190__)

Stationers
Printers

Legal Blanks, Blank Books
Office Supplies

What we do we do well

McMullen Printing Company

223 North Main Street, *Cheboygan, Michigan*

_____ *191*__

In Account with _____

Commercial specimens by A. K. Ness, Cheboygan, Michigan.
(See Job Composition Department.)

MARTIN PIANOS



UNSURPASSED FOR CLEARNESS,
BRILLIANCE AND BEAUTY
OF TONE

—

MARTIN & CO.
PITTSBURG

Set from a sketch by S. Truman, an I. T. U. student.







Something About Good Printing

Sterling Printing Company

Suggestion for a booklet page.

WE are frequently asked, "Why can't you do printing as cheaply as any other printer?" We answer that, everything being equal, we can, and maybe cheaper.

How very few business men, however, when asking for bids from several printers for a certain piece of work, ever consider that most important part of any business proposition—"everything being equal."

We are often requested to give a price on work, "paper to be same as sample," which, for example, we will say is a first-class ledger paper. We figure the job very carefully, put in our bid, and after waiting a reasonable length of time venture to inquire as to the result of the competition, and are surprised to learn that the work has gone to another house at a price 40 per cent lower than our bid, probably at just the cost of the bare paper.

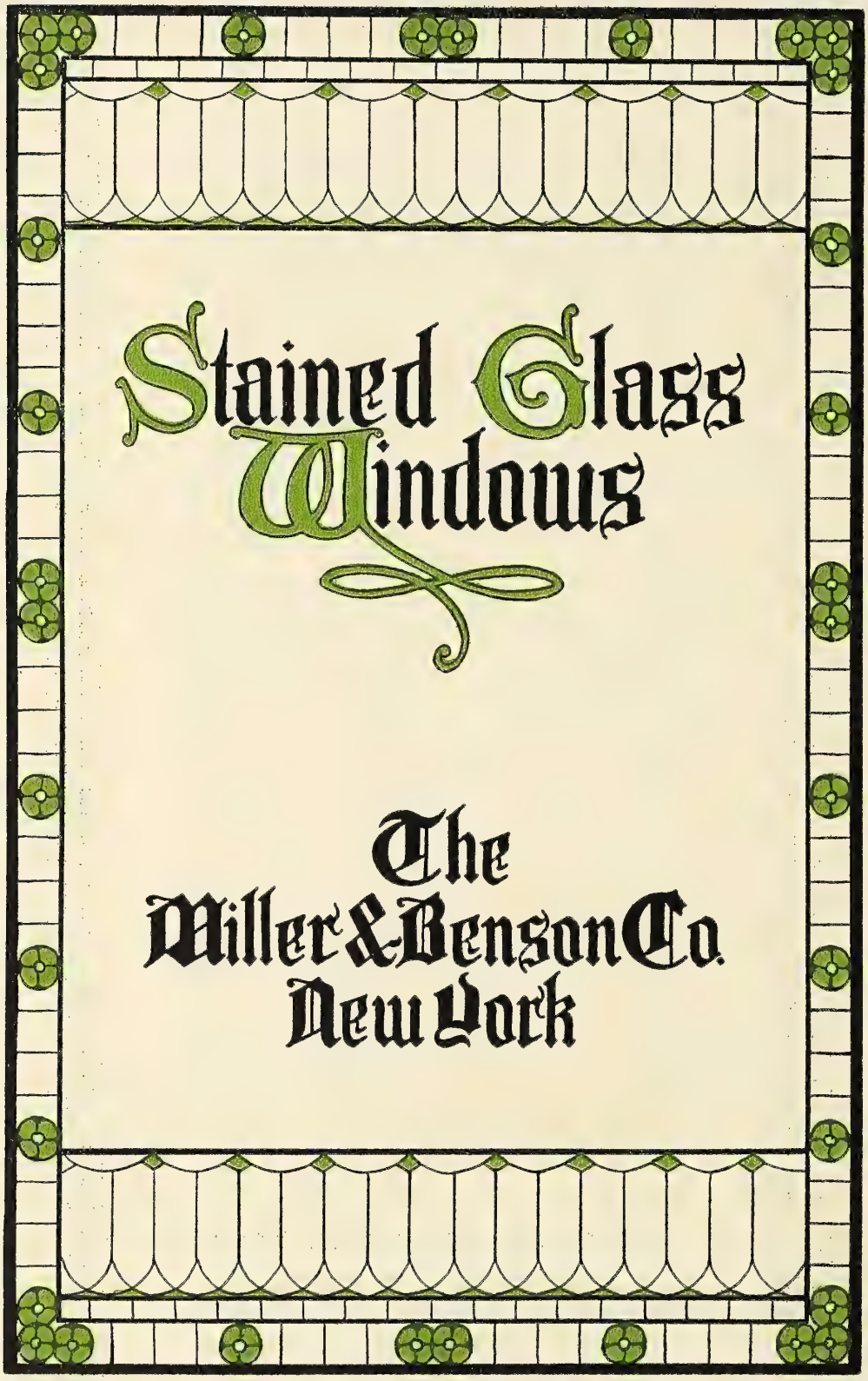
As our method of cost-finding is accurate, we know of course that it is impossible for any firm to do the work at such a price and at once suspect that our unfortunate competitor has made a costly error in figuring, and feel sorry for him.

We are shown a sample of the finished work, however, and at once see where the difference comes in. Our sorrow is then for the man who has been handed a gold brick.

Instead of getting "paper the same as the sample" he is paying for a cheap quality of bond paper. On being asked whether it was quite fair to ask for bids on a specified quality and, without giving all bidders the option of figuring on a cheaper grade, to accept a poor quality because of the low figure, we are informed that "it is good enough," without any apology or reference to the ethics of

Sterling Printing Company

Suggestion for a booklet page.



Designed and lettered by I. M. Harris, an I. T. U. student.

Beford's Beverage Menu

Beford Dairy Co.



MENU

BLUE POINTS

OLIVES RADISHES

CLAM SOUP

COLD ROAST CHICKEN

NEW POTATOES IN CREAM

ICE CREAM

ASSORTED CAKES

COFFEE

✣

Some menu suggestions.

MARTIN PIANOS

UNSURPASSED *for* CLEARNESS BRILLIANCE AND BEAUTY OF TONE

MARTIN & COMPANY
PITTSBURG

Set from a sketch by S. Truman, an I. T. U. student.

Job Composition

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

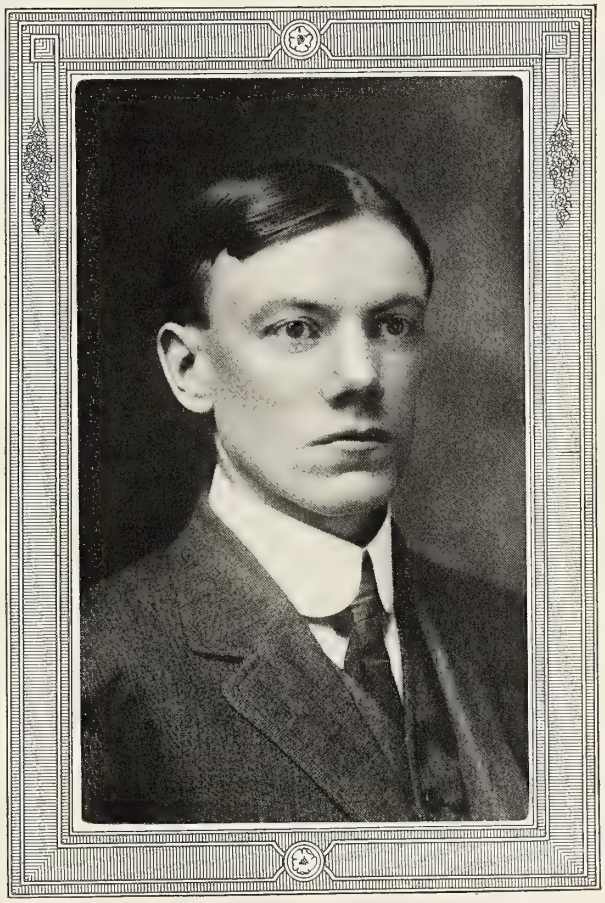
Albert K. Ness.

Up in Cheboygan, Michigan, away from the direct influence of the large centers of trade, is a job-compositor who makes this statement in regard to his work:

"Printing is my hobby, simplicity my creed."

And he backs up that statement by turning out good work—work that is known wherever the printing-trade journal is found.

Printers throughout the length and breadth of the land have adopted this same simplicity of design as their creed. Few of them live up to that creed as consistently as does Albert K. Ness, of Cheboygan, Michigan. Ness doesn't find it necessary to cover up the defects in his typographical designs by a wealth of ornamentation—he sees to it that the designs themselves are pleasing in line and form. And it may be mentioned in passing that the man who can design his printing with a purity of line and form, and in accordance with the accepted principles of good design, has but little need for the ornamentation so dear to the heart of the novice.



ALBERT K. NESS.

If there is anything of advantage in getting an early start, Ness surely had that advantage as far as his work at printing is concerned, for he began his apprenticeship at the age of twelve years. This was in Manistique, Michigan, and his first efforts were put forth in behalf of the *Sunday Sun*, which had for its motto the inspiring words, "It shines for all."

Ness served what we term to-day an "old-fashioned" apprenticeship. In addition to doing the tasks of an apprentice as we know such to-day, he had the wood to split, the chores to do, and the front yard of the residence of the employer to keep trimmed. Inasmuch as the *Sun* was a Sunday-morning paper, he had to work half of Saturday night and then deliver the papers to the town subscribers on Sunday morning. For the various duties herein enumerated he received the princely remuneration of $1.50 per (perhaps) week.

In addition to the experience of being shown type-lice, being sent out for left-handed monkey-wrenches, strap oil, etc., Ness had one experience in the line of print-shop jokes which is perhaps new to many of us.

While he was an apprentice on the *Sunday Sun* the foreman gave him a ticket to a performance of "Uncle Tom's Cabin." Telling him that it was of the utmost importance that the paper should know at just what time the curtain went up, and, having no watch at hand, the foreman gave him an alarm-clock to carry in his pocket.

Young Ness proudly presented his pass at the door, and settled down to enjoy the show.

He noted the time when the performance commenced, and all went as merrily as a marriage bell until, just as Eliza was crossing the ice, and the excitement was intense, the alarm, which the foreman had carefully wound up, went off—and Ness went out.

After leaving the *Sun* office, he worked in several offices in Manistique, after which he followed the generally practiced custom of the not-far-distant past, and went "on the road." He worked in various cities throughout Michigan, and, about twelve years ago, landed in Cheboygan, where he went to work for the McMullen Printing Company. After remaining there for eighteen months, he again took to the road, and journeyed through Wisconsin for a couple of years, returning to Cheboygan and the McMullen Printing Company about eight years ago.

As regards environment, Ness is situated satisfactorily. The McMullen Printing Company's equipment consists of three platen presses, paper-cutter, perforator, stapling and numbering machines, with plenty of type, ornaments, borders, etc., thus giving him ample opportunity for the

exercise of his talents in the production of good printed matter.

Ness shows a marked ability in combining the artistic



Simplicity of treatment characterizes the printing which Ness turns out.

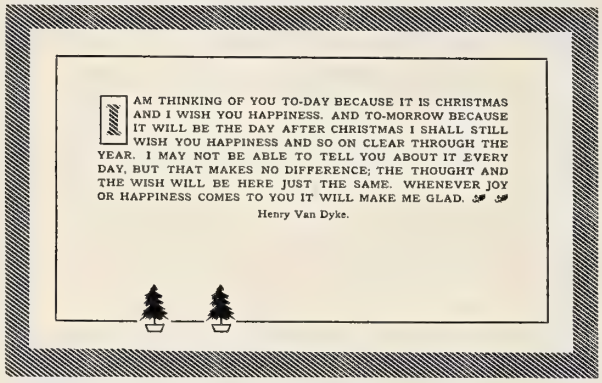
with the practical. He not only turns out work which will pay dividends to the proprietor, but he endeavors in each instance to put into each piece of work something more than is comprehended in the bare estimate.



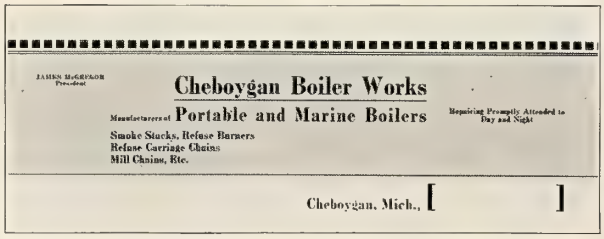
Ness owns his home in Cheboygan.

In addition to a pleasing working environment, Ness is happily situated otherwise. He is married and owns his home, a photograph of which is shown herewith. He has two sons, A. K., Jr., eight years old, and John S., three months old. He is a member of the Odd Fellows and the Modern Woodmen.

The reproductions of commercial specimens shown herewith, together with those to be found in the typographical



An attractive Christmas greeting by Albert K. Ness.



An original letter-head treatment by Albert K. Ness.

insert, will give an excellent idea of the general style of the work of Mr. Ness. The lighter type-faces predominate, and one sees but little use made of the heavy, bold letters.

THE ENGLISH LANGUAGE.

In describing a real-estate advertising campaign, a writer connected with an advertising agency through which the business was placed thus comments upon his cute little dodge for winning attention:

"You will notice that in the opening advertisements there are several glaring grammatical errors. All of these except one were inserted purposely. They had the desired effect. School-teachers, professors, business men and a host of others kept the telephone busy calling attention to these grammatical inaccuracies."

Printers' Ink has little patience with this device for attracting attention. Just as in the advertising of automobiles it is not wise to tell of accidents in which deaths or serious injuries resulted no matter how well the car came out of it, so it must be apparent that upon the minds of many possible purchasers of real estate — people of good breeding and means — these "glaring grammatical errors," will produce a jarring effect that will militate against the proposition.

The copy-writer who resorts to such freak attempts to secure attention practically confesses that he is unable to write strongly enough in the normal way to flag and hold the passing eye.

Attention-value is only one of several desirable elements in copy. An advertisement may bring you "to attention" like an unexpected slap on the back, but if it doesn't then follow up the advantage by presenting some pointed, sane information, in conformity with the rules of good taste, it fails, as a rule. Even advertising-copy can ill afford to flout the social conventions. It would lose more than it would gain.— *Printers' Ink.*

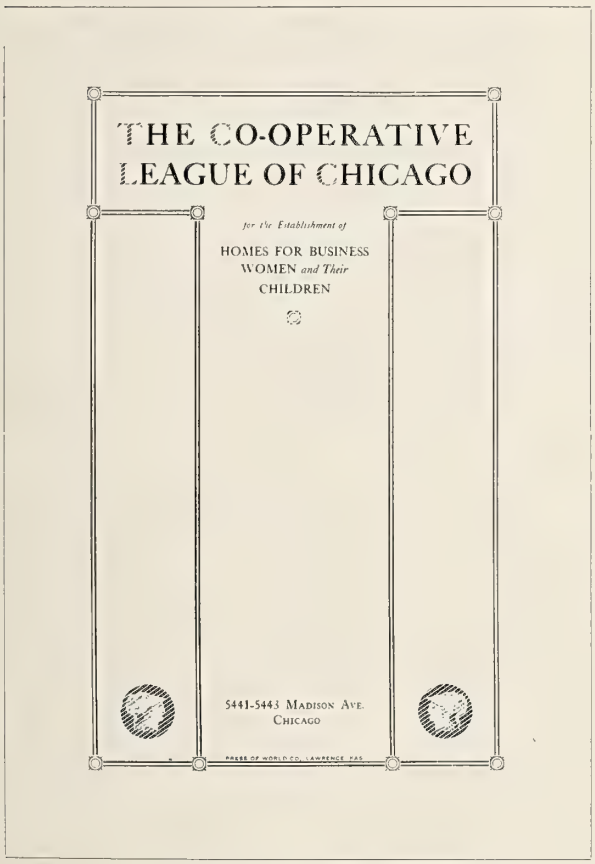
Specimens

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

A MOTTO-CARD sent out by the Rotary Lithographing Company, Philadelphia, Pennsylvania, is nicely printed in black and orange from a hand-lettered drawing.

J. L. FRAZIER, of Lawrence, Kansas, sends this month a package of unusually interesting commercial specimens. Among these are some exceptionally pleasing effects in shades of brown ink on brown stock, the color



By J. L. Frazier, Lawrence, Kansas.

harmonies throughout being very good. The type-designs are also excellent, as the specimens which we show herewith will readily indicate.

Print Talks, the house organ of the Pearl Press, Brooklyn, New York, is gotten out for November in gray and green on light-gray stock, the effect as a whole being very satisfactory.

H. J. HERBOLD, Buffalo, New York.— We have received copies of an interesting house organ gotten out to boost the printing of the house of Herbold. The work throughout is nicely handled and the text is very interesting.

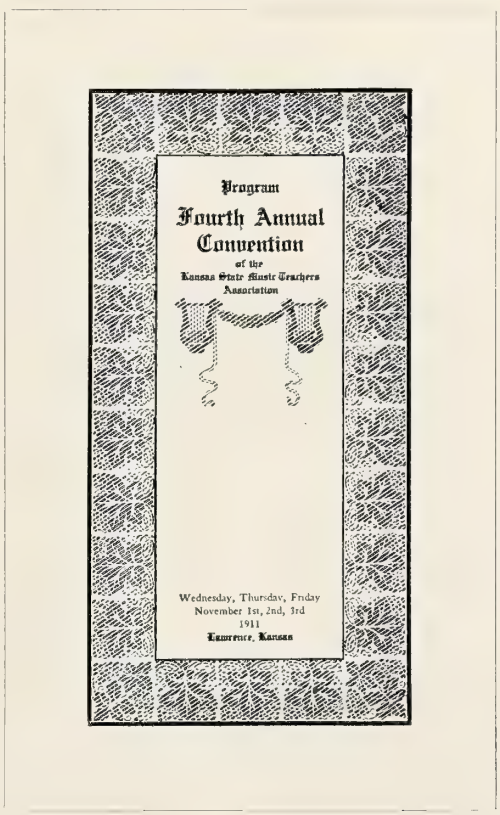
RUSSEL H. HUNTINGTON, East Stroudsburg, Pennsylvania.— We would suggest that some other color combination than the yellow-brown and red be used on the motto-card and think that, inasmuch as the text is in brown, a shade and tint of blue would contrast more satisfactorily with it than do the red and yellow; or, perhaps, inasmuch as the background on which the motto is mounted is green, green would be preferable on the card itself.

J. KELLY SIMMONS, Vidalia, Georgia.— The blotter is nicely gotten up and calls for no criticism, either in the typographical arrangement or in the combination of colors which has been used.

H. EMMETT GREEN, Anthony, Kansas, has sent us another package of his attractive commercial specimens. A pleasing use of old style, with italic to match, characterizes Mr. Green's work.

FROM John McCormick, Troy, New York, we have received a booklet of "Suggestions for Yuletide Gifts," gotten up in the attractive manner which characterizes all of the work we receive from Mr. McCormick.

FROM M. C. Schiele, of the printing department of the Andrew Juergens Company, Cincinnati, Ohio, we have received a package of attractive specimens of various kinds. Among the most interesting features of this work

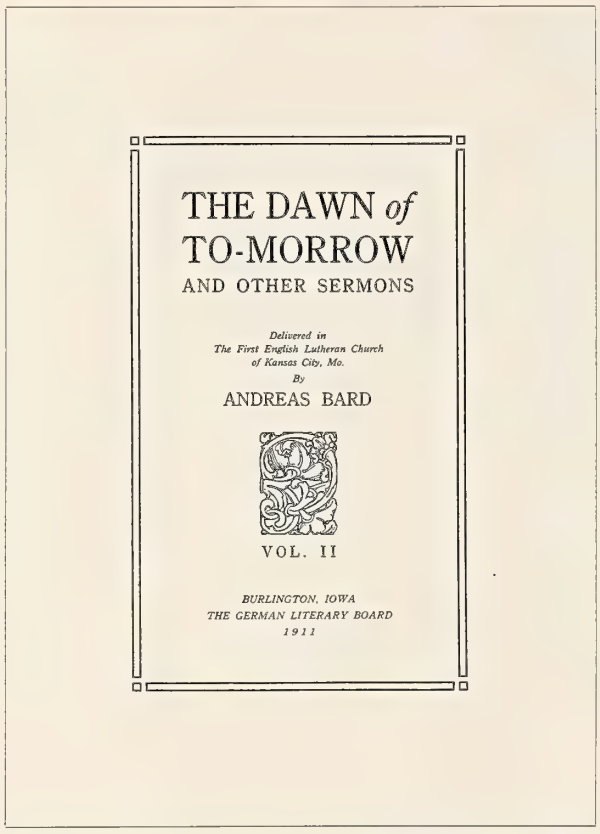


By J. L. Frazier, Lawrence, Kansas. Original in colors.

is the exceptionally clever use of tint-blocks, which Mr. Schiele cuts from celluloid. The effects secured by use of these tint-blocks are unusually excellent and add much to the otherwise good quality of the work.

THE Laurel *Chronicle,* Laurel, Mississippi.— The blotter is very nicely gotten up, although we think that the rule which has been run across the center is rather too heavy, as it overshadows, to a certain extent, the type-face. Parallel rules of a lighter weight would be more satisfactory.

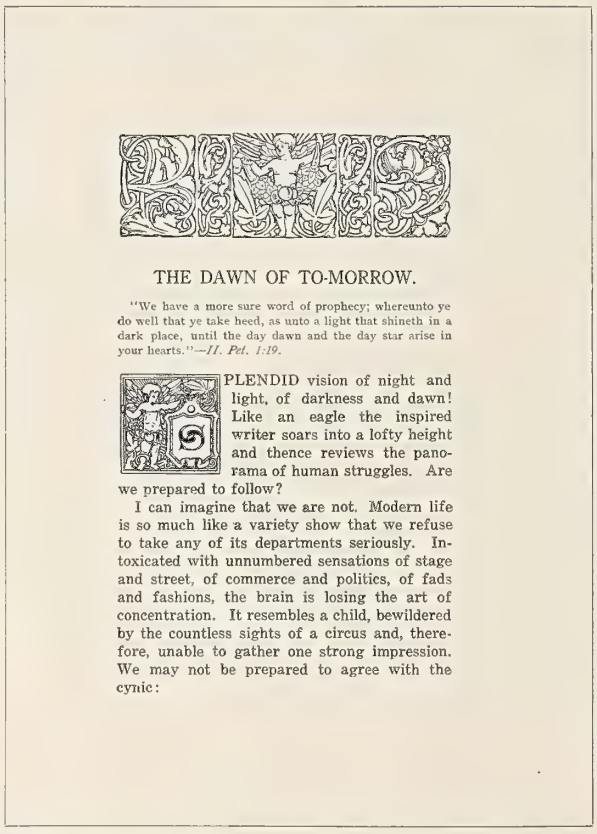
McMullin & Woellhaf, Burlington, Iowa, are represented this month by some exceptionally clever type-designs. Of the specimens which we have received from them, we like best the title-page and the text page of a booklet, entitled "The Dawn of To-morrow," reproductions of which we show herewith. The other specimens are all very satisfactory, and none of them contains features which call for criticism.


THE DAWN *of*
TO-MORROW
AND OTHER SERMONS

Delivered in
The First English Lutheran Church
of Kansas City, Mo.
By
ANDREAS BARD

VOL. II

BURLINGTON, IOWA
THE GERMAN LITERARY BOARD
1911

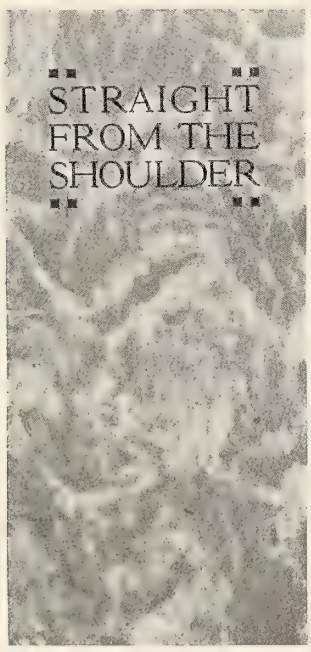

THE DAWN OF TO-MORROW.

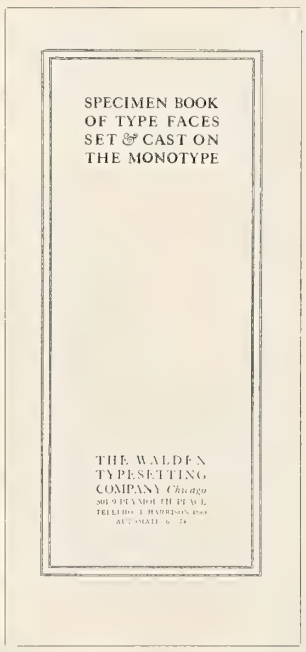
"We have a more sure word of prophecy; whereunto ye do well that ye take heed, as unto a light that shineth in a dark place, until the day dawn and the day star arise in your hearts."—*II. Pet. 1:19.*

SPLENDID vision of night and light, of darkness and dawn! Like an eagle the inspired writer soars into a lofty height and thence reviews the panorama of human struggles. Are we prepared to follow?

I can imagine that we are not. Modern life is so much like a variety show that we refuse to take any of its departments seriously. Intoxicated with unnumbered sensations of stage and street, of commerce and politics, of fads and fashions, the brain is losing the art of concentration. It resembles a child, bewildered by the countless sights of a circus and, therefore, unable to gather one strong impression. We may not be prepared to agree with the cynic:

Handsome pages by McMullin & Woellhaf, Burlington, Iowa.


STRAIGHT
FROM THE
SHOULDER


SPECIMEN BOOK
OF TYPE FACES
SET & CAST ON
THE MONOTYPE

THE WALDEN
TYPESETTING
COMPANY *Chicago*

Cover and title-page by the Walden Typesetting Company, Chicago.

From the Walden Typesetting Company, of Chicago, we have received two booklets gotten out in the interests of this firm's business. Both of them are well printed, and we show herewith a reproduction of the cover of one, together with a reproduction of the title-page of the other. The style in which each booklet is gotten up is excellent and speaks well for the ability of the Walden Typesetting Company to handle the best in design.

A booklet from the Knowles & Holtman Company, Cincinnati, is a very attractive piece of printing. It describes the plant of the Knowles & Holtman Company, and is illustrated with numerous half-tones showing the various departments.

A booklet descriptive of the Riverside Press, Cambridge, Massachusetts, and containing numerous illustrations of the various departments of that plant has been received. It is excellently gotten up, and the platemaking and presswork are unusually good.

A menu printed from hand-lettered plates by V. W. Grant for the American Federation of Labor is a very attractive piece of lettering and design. The colors of inks and stock are harmonious, and the arrangements of all the pages are such as to admit of no criticism.

The Rice Press, Flint, Michigan, has sent out an attractive holiday blotter in which a decorative Christmas tree is the predominating feature. The typography is very pleasing, although the red used is rather dark and the addition of a little yellow would improve it.

A holiday greeting received from Robert Frothingham, of the *Delineator* Magazine, is unusually attractive. Two finely printed colored illustrations are tipped on the greeting and are very attractive. The greeting itself is printed in light-brown and dark-brown ink on brown stock.

From Redmond's Printery, Burlington, Kansas, we have received a certificate of membership in the "Do Your Christmas Shopping Early Society." The arrangement of the certificate, together with the text therein, is unique, and will prove good local advertising for the company sending it out.

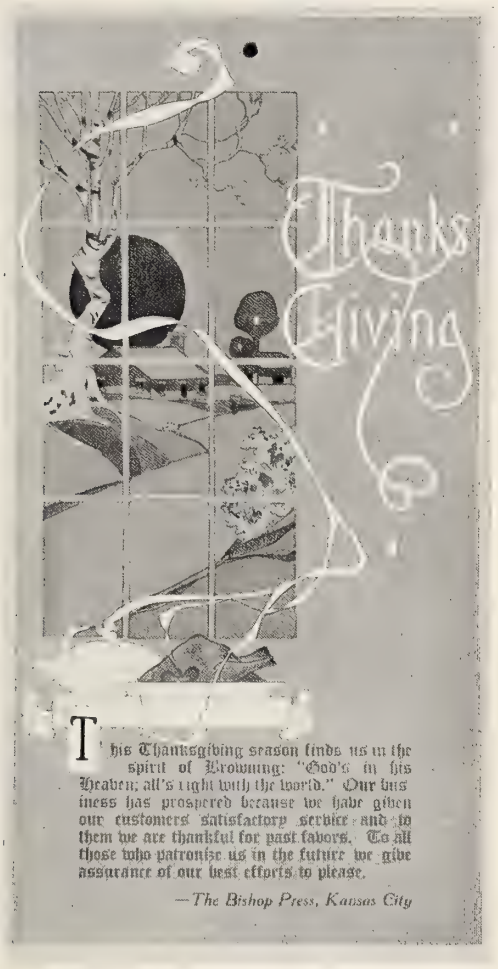
Harry T. Sandy, Brooklyn, New York.— The specimens are very pleasingly gotten up, although we would call your attention to the fact that on pages such as the title-pages of the banquet and reception menus and the Ladies' Night program, the arrangement of the text in groups of several lines, rather than spreading it out over the entire pages, gives a much more pleasing effect. The commercial work is very satisfactory.

A booklet of examples of the work by students attending the St. Bride's Foundation Practical Printing Classes, in London, shows some unusually striking examples of typographical arrangement. The simplicity of the designs is highly commendable, and the fact that most of the work has been confined to old styles and italics to match, makes the book especially pleasing. The color combinations are excellent throughout, and the softer harmonies predominate.

Impressions, the house organ of the McCormick Press, Wichita, Kansas, comes to us for November, printed in dark green and light green on white stock, the effect being very satisfactory. The cover is printed from flat tints in these two colors, and shows a conventional landscape effect.

A. B. Hough, Washington, New Jersey.— The letter-head which you have sent for criticism, and which was done by J. V. Flint, is an unusually clever arrangement, and we find nothing therein to criticize. The color combination, as well as the type-design, is excellent, and the letter-head as a whole is very pleasing.

P. O. Grist, Lenore, North Carolina.— While the conception of the blotter is excellent, we feel that the type which has been used is rather light and hard to read. We think that if the blotter had been kept throughout in a series in which the center group is set, the effect would be much more satisfactory. We would also suggest in addition that you avoid, wherever possible, the use of hair-lines, either for the purpose of



Greeting by The Bishop Press, Kansas City.

dashes, or rules for underscoring, as they rarely, if ever, print an unbroken line, and are rather too light to harmonize in tone with the majority of type-faces.

We show herewith a reproduction of an attractive Thanksgiving card which was sent out by The Bishop Press, of Kansas City, Missouri. The original is in several colors and is unusually pleasing.

A package of specimens from the Ewing Press, Chicago, contains some excellent examples of type-design. Among others, a calendar arrangement is very pleasing, and we show herewith a reproduction of it. The original was printed in black and colors on white stock.

C. Leon Moore, Denver, Colorado.— The advertisements which you have submitted for criticism are excellent, and we would compliment you upon the originality which the work shows. For the particular purpose for which these advertisements are designed they are exceptionally good, and call for no criticism whatever.

We show herewith a reproduction of a title-page of a booklet gotten out to commemorate the fiftieth anniversary of the firm of Christian Mansfeld, Leipzig, Germany, manufacturers of various forms of printing machinery. The booklet is attractively gotten up in colors, the cover-page being heavily embossed in gold on brown stock.

P. H. Lorenz, Buckhannon, West Virginia.— The specimens are all very nicely gotten up, and we find nothing in them to which we can take exception, although perhaps the placing of the feature line a trifle higher



Attractive blotter by The Ewing Press, Chicago.

on the cover-page of the menu would be more satisfactory. As it is now, it comes rather close to the center of the page, and we feel that raising it a trifle would keep the page in better proportion.



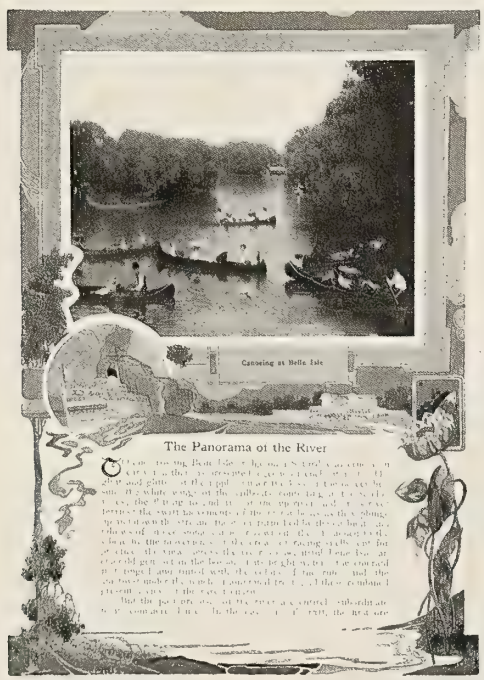
An attractive German title-page.





Pages from a new type catalogue by Genzsch & Heyse, Hamburg, Germany. Originals in colors.

From Genzsch & Heyse, Hamburg, Germany, we are in receipt of a booklet devoted to the interests of a new type-face designed by this firm, called the "Hans Sachs." The latter is very pleasing for many forms of commercial work, and we show herewith reproductions of pages in which it has been used.



Page from a handsome booklet by The Franklin Press, Detroit.

Wm. Grun, Manitowoc, Wisconsin.— The letter-head design is very satisfactorily arranged, and, with the exception of the fact that the rule underneath the group of solid matter is rather close to the last line, we have no criticism to offer regarding it. Of the color combinations, we prefer the one in which the rules are printed in gray.

Charles Waterbury, Elkhorn, Wisconsin.— The booklet is very nicely gotten up and admits of but little or no criticism. Your arrangement of the cover-page is very pleasing, as is also the arrangement of the inner pages, although the bringing out of the dates so strongly on the latter is rather unusual and quite a departure from the regular custom.

Ernest Hamm, Toronto, Ontario.— The cover of the concert program is very pleasing, although personally we would suggest that, inasmuch as you have used old-style italic for the feature lines, the use of old style rather than an extended gothic letter would be preferable for the balance of the page, as the two pages would then harmonize more satisfactorily.

We are in receipt of an attractive booklet, published by the Laurance Press Company, Cedar Rapids, Iowa, for the Armstrong-McClenahan Company, of the same city. The cover is an especially interesting piece of work, and the arrangement of the inner pages is also very attractive, although the presswork on the half-tones shows a lack of care in make-ready.

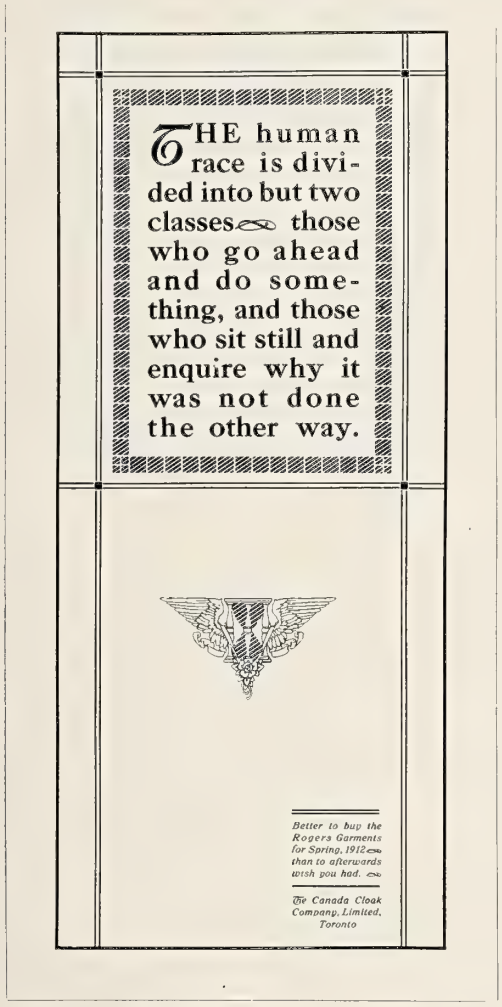
Robt. G. Ruggles, Boston, Massachusetts.— The specimens are all very satisfactory and show an originality of treatment which is most commendable. The fact that the work has been confined largely to the old-style type-faces, with italic to match, adds greatly to the general excellent appearance. The cover-page designs are unusually good and call for no criticism whatever.

From The Franklin Press, Detroit, Michigan, we are in receipt of a copy of *The Detroiter*, the house organ of the Board of Commerce of Detroit. The booklet is elaborately gotten up in black and colors, the nature of the decoration used being suggested by the reproduction of one of the pages which we show herewith. The booklet is very handsome, and the only possible criticism regarding it would be that the decorative effect rather overshadows the text matter and the illustrations.

Guy Rummel, Brazil, Indiana.— We would suggest that the cover-page of the folder would be more attractive if you had used a heavy rule around the entire page, rather than placing a heavy rule at the side and bottom and a light rule at the other side and top, thus giving the effect of perspective or the raising up of the panels. We feel that, inasmuch as the typographical design is of necessity to be printed on a flat surface, the arranging of the rules in such manner as to give a perspective is not quite in accordance with the intention of this kind of work. The conception of the page as a whole is very satisfactory, although we would prefer to see the type lines on the third page set in a narrower measure, as they rather crowd the rules at either end.

ROBT. I. CLEGG, Cleveland, Ohio.— The souvenir calendar of Oberlin College is very attractively gotten up, the tipping-on of the prints giving an unusually pleasing effect to the pages as a whole. Personally, we feel that the decoration at either end of the calendar pages is rather strong, and that it detracts to a certain extent from the calendar and from the illustrations.

ERNEST E. ADAMS, Toronto, Ontario, sends a package of unusually pleasing specimens. Several of the jobs are printed from plates made from



By Ernest E. Adams, Toronto, Ontario. Original in colors.

drawings by Mr. Adams, who is a student of the I. T. U. Course. We show herewith an unusual rule arrangement, the original of which was printed in two colors.

C. W. HARDIN, Liberal, Kansas.— The menu is an unusually attractive piece of work, although we think that the two center pages should have been transposed, placing the menu proper on the right-hand page. The cover-design is excellent and shows much originality. The letter-head is also very pleasing and calls for little if any criticism, although we think that perhaps the matter, other than the firm name, could be just a trifle smaller.

H. F. BAUMGART and F. A. Oberg, of the United States Steamship Connecticut, have sent in a copy of the Thanksgiving menu. The cover is very attractive in design, although the words "Thanksgiving Greeting" should have been set in a larger size of type, as the rules and decoration on the page are much too strong for the wording. The title-page would also have been much more satisfactory if a smaller percentage of it were run in a bright color. The inner pages are very pleasing, both as to color and arrangement.

JOHN A. GALYON, Chattanooga, Tennessee.— The specimens are very attractively gotten up, although we would call your attention to the cover for the Chattanooga Poultry Association. On this cover you have used an unusual amount of decoration, and the panel arrangement which you have used makes it necessary to do an unpleasing amount of letter-spacing in order that the lines may properly fit. We would suggest that you be more careful regarding this point, and before designing a panel arrangement see to it that the text is sufficient and of the right nature properly to fill a design of this character. The letter-heads are particularly pleasing, the set of stationery for the Morgan Printing Company being unusually clever and distinctive.

H. A. COOK, Bedford, Pennsylvania.— The specimens are very nicely gotten up and we find little in them to criticize. We note, however, that you have used on some of the specimens several different type-faces, and would suggest that, in the interest of the harmony throughout the work, you confine each specimen to as few type-faces as you possibly can, without detracting from the display.

W. G. REYER, Chicago, Illinois.— The program is very pleasingly gotten up, although we think that there is a too equal distribution of the red and green on the cover. Personally, we would prefer that the green be a trifle darker and that a less percentage of the red be used. In work of this kind, where complementary or contrasting colors are used, from five to twenty per cent of the warm color is usually considered all that can be satisfactorily employed. While the rule arrangement in the center of the page is intricate and shows considerable skill, we think that the plain arrangement of the words contained therein would be more easily read and make for a better design in the page as a whole. This page strikes us as being one of the instances in which the compositor allows his regard for mechanical ingenuity to overbalance his conception of the best effect of the wording.

WE show herewith a reproduction from one of two booklets which we have recently received from Smith-Brooks, Denver, Colorado. These booklets are gotten up in a most artistic manner, and illustrate full well the ability of the Smith-Brooks people to produce the highest class of typographical designing.



A page from a handsome booklet by the Smith-Brooks Company, Denver, Colorado.

THE Lucknow *Sentinel*, Lucknow, Ontario.— We would suggest that the letter-head be made more simple in arrangement, as we feel that an excessive amount of panels and ornaments rather detracts from the text and from the effectiveness of the heading as a whole. We would suggest that wherever you use text or gothic type, you should be careful to place but little space between words, as the nature of the design of this letter calls for close spacing. We would also suggest that, wherever possible, you keep each piece of commercial work in one, or at the most two, series of type,

and that these series be harmonious both in shape and in tone. The use of condensed and extended letters in the same piece of work does not give the harmony of shape which is desirable, and the use of light and heavy letters in the same piece of work does not admit of the harmony of tone which every good piece of printing should have.

We show herewith a reproduction of the cover of the new California Limited booklet of the Santa Fe. The original is in full colors and is very striking. The inner pages are also attractively printed in black and colors. The booklet bears the imprint of The Henry O. Shepard Company, Chicago.



The cover of a uew Santa Fe booklet. From the press of The Henry O. Shepard Company, Chicago.

H. L. Izor, Durand, Michigan.— On the last two pages of the folder for the Shiawassee County Bank, we would suggest that you set the type matter in a narrower measure, as by the present arrangement it comes too close to the rules on either side. The balance of this booklet is very nicely gotten up. The booklet for the Durand Woman's Club is also very satisfactory, although the heavy rules do not print well on the antique stock, and we think that a light border, more open, would have been preferable in this case. The arrangement of the text matter in this booklet is very pleasing.

DEVELOPMENT OF EDUCATIONAL MOVEMENT.

There are on our desk two items about educational efforts which show at a glance the wide influence of the present educational movement. One has its origin in a university and the other in Harrisburg Typographical Union and the Master Printers' Association. These are called "classes in printing," and the program provides for twenty-six lectures or talks in various Harrisburg offices. The instructor is James Reid, a graduate of the London (England) Institute of Technology, assisted by a staff of special instructors, who, with subjects, are as follows:

Jobwork, R. N. Bernheisel; Imposition, Ralph Laverty; Colorwork, Mark Hoerner; Title-pages, George W. Nagle; Magazine Advertisements, Hatch Barrington; News Advertisements, C. E. Ripper; Tabular Work, B. G. Rapp; Make-up for Bookwork, D. L. Keister; Paper, James Steese; Make-ready, John Fries; Proofreading, O. M. Baker; News Make-up, Harry Kellar.

Mr. Reid, who has been the moving spirit in the enterprise, says that, having secured the support of the local union, he experienced little difficulty in securing special instructors and the privilege of using offices as lecture-rooms. The lessons are divided as follows:

Grade 1.— Spelling and punctuation; compounding and division of words; accents and signs; tools in common use; lays of cases; sizes of type-bodies and relation of same; classes of type-faces for book and job work; composition, distribution, spacing; proofreaders' marks; technical terms and phrases; casting up copy; sizes of furniture and chases; imposition, locking up and unlocking forms; use of signatures; sizes of papers and cards; number of sheets in quires and reams.

Grade 2.— Casting up value of composition; casting off copy and manuscript; imposition and making margins; setting title-pages for bookwork; setting notes, appendixes and indexes; measurements of pages and making up; setting advertisements and jobwork; classification of jobwork; display and proper selection of type; use of ornaments, borders and cuts; composition of colorwork; harmony and selection of colors; quantity of paper; classes of papers; component parts of type-metal; weight of type and leads.

The first grade is intended for apprentices, but, as many journeymen are weak on the subjects, those who do not pass a successful examination in the first grade are not allowed to enter their second grade. The typographical union offers as a prize for the highest number of points a scholarship in the I. T. U. Course of Instruction in Printing.

The other effort is being sponsored by the Franklin Club of Wisconsin and the Extension Division of the University of Wisconsin. It is nothing less than notice that the university has an organizer in the field enrolling students for a course in cost-finding, accounting and business administration. A start will be made on February 1, 1912, and the course will comprise about sixteen lessons. The university has hopes of developing this effort so that it can be given by correspondence.

ANARCHISM.

Breathes there a comp. with soul so dead
Who never cussed at proofs and said,
"I wish proofreaders were — somewhere."
Whose thoughts are calm, whose lips are mute,
Like those of some darn-fool galoot
That wants to cuss, but doesn't dare?
If such there breathe, but how in — well,
Of him we have no time to tell;
Our song is of the poor, old dub
That sets the job and ought to know
Where they who mark the proofs would go
If he could coax them with a club.
Who dreams that some day he will be
Transposed to shores across the lea,
Where he at proofs no more need look,
To there behold the whole darn crew,
Proofreaders — copyholders, too —
Dangling from a copy-hook.

— *D. G. E.*

The weakest printer is he who has no faith in himself; the strongest is he who in the assurance of strength finds strength itself.— *Ben Franklin Monthly.*

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Hair-lines.

A Missouri operator writes: "Our linotype slugs are showing up hair-lines as indicated by the enclosed proof. Can you tell us what the trouble is? They have been running that way quite a while."

Answer.— Your matrices are in such bad condition that the only remedy is to buy new matrices. You will probably have to buy matrices for the first sixteen channels, also "b," "g," and em quads. To prevent a recurrence of this trouble, clean the spacebands daily and graphite them properly.

Friction Clutch.

R. H. B., a Wisconsin operator, writes: "When the machine is in starting position (on the automatic stopping pawl) the clutch, instead of stopping, as it should, will sometimes wabble and always turn back far enough so as to prevent the distributor shifter pushing in the last two or three matrices. Have looked over the machine and adjustments, but failed to find the cause."

Answer.— There is no harm in the condition noted. A remedy for the action of distributor shifter is secured by placing a piece of one-point brass rule between the cam rider (B-76) and the cam-rider stop screw (B-77) in the shifter hub. This will cause the end of the cam rider to clear the cam a trifle, which will allow the spring to act fully. The fact that the cams turn back a trifle shows that the machine is working freely. If the buffers are gummy this may cause the clutch to carry over farther than necessary and then rebound. In this case, clean the pulley and surface of the clutch buffers with gasoline. Use no resin or soap at this place.

Troubles of a Kansas Operator.

A letter from an operator in Kansas reads as follows: "(1) On a rebuilt No. 1 Model, when the second elevator is held at the distributor box, the machine often returns to normal without the operator touching the controlling lever. Matrices remain in first elevator. Then, again, once in a while half a line will transfer and machine returns to normal. I can readily transfer matrices from first to second elevator by hand. (2) The first four or five keyrods in motion bow frightfully. I see nothing binding them. (3) On No. 5 Model, once or twice when pump was at full stroke the machine stopped. I turned driving-clutch and then it worked all right. Plunger and clutch run clean. (4) On the Model No. 1 there is no mercury governor, and no pressure governor on either machine. Can you expect better slugs than the fair example I send? (5) Another thing about the slug is, you will observe the 'ot' in the word 'pot' has pulled loose."

Answer.—(1) If the first elevator returns to normal, still holding the line when the second elevator is up, it suggests that the clutch shoes are gummy or that the clutch-arm screw has worked loose. It may also mean that the catch on the arm is worn. This part is BB-17. See if it shows wear. Also take off clutch and clean leathers and pulleys. (2) When the keyrods bend on rising, it is due to an obstructed movement. See if the verge pawls are binding on matrices in the channels. Note if the matrices can escape freely. Try with channels empty. (3) The clutch may be pulling weakly if the plunger sticks when down. Take out plunger and put some tallow and graphite in the well and allow it to run that way for a while. This will loosen the oxid on the sides of the well. Withdraw plunger and skim metal after an hour's run. (4) The slug you sent is as good as you can expect, although a trifle spongy. A new plunger might help matters. Keep the cross vents of the mouthpiece open; clean them out daily with a pointed instrument. This will tend toward greater solidity in slugs. (5) The breaking off of the face of the slug is due to its spongy condition. See answer to question No. 4 for remedy.

To Test Pot Lock-up.

J. D. B., a North Carolina operator, writes: "I am enclosing shavings from bottom of slugs cast on my rebuilt Model 1 Linotype, which I received direct from the company's factory some six weeks ago. The bright bottom and excess of metal which accumulates back of the mold when the slug is cast lead me to the conclusion that the lock-up is not quite right, but I am rather reluctant about changing any adjustment supposed to have been made before machine was shipped. I am a close student of your book, 'The Mechanism of the Linotype.' In making the adjustment to two thicknesses of paper, what is the best way of applying the paper between vise jaws and mold? It frequently occurs that a comma runs in the em-quad channel and 't's' in the 'e' channel."

Answer.— It appears the lock-up is not correct between the pot-mouth and mold. Your reference to two thicknesses of paper in a test applies only to a lock-up between the mold and matrix line. You can hold the first elevator up by hand while testing with the paper. Test the lock-up between the pot-mouth and mold as follows: (1) Draw out mold-disk; clean the back of the mold free of metal, and clean mouthpiece. (2) Ink the back of the mold from end to end lightly with red or blue ink. (3) Close vise and allow the cams to make several revolutions. (4) Pull out disk and examine the mouthpiece. The condition of lock-up will then be known. If the lock-up is correct the ink will be evenly distributed on the mouthpiece, and then no change will be necessary. If it is uneven then you may have to adjust the pot-legs or you may have to use a file on the surface of the mouthpiece. However, this is a last resort. If the lock-up is correct and the trouble continues, you may increase the temperature of the metal gradually and note if the accumulation on the mouthpiece is still present, for

in a case of this kind, if the metal is not quite hot enough it will adhere to the pot-mouth and prevent proper lock-up. The increase of heat will prevent this trouble. In regard to matrices dropping into wrong channels, remove such matrices and see that the channel-entrance guides are equidistant. This will insure that the matrices will enter proper channels.

Type-high Slugs.

An Iowa operator asks the following questions: "(1) What is the cause of the difference in height of the ends of a slug which is so noticeable when twin slugs are made in forms? (2) How far should the block on pump-stop lever clear the block on pump-lever—one, two, or three points—when full justification takes place? (3) What is the proper way to level up a machine other than placing the level on the vise cap? (4) Would a back mold-wiper remove the tendency of thin flakes of metal to adhere to the bottom of slugs? (5) Can the old, smooth cams in the keyboard be replaced with milled ones?"

Answer.—(1) When slugs are trimmed unevenly by the back trimming-knife, the right end of the slug is usually a trifle higher than the opposite end. If a back mold-wiper (F-925) is attached and kept in order it will tend to diminish the wear on the back knife, and thereby maintain the correct adjustment longer. The wear on the knife is usually from the adhering metal on the mold. Set this knife so that the slug when cold will measure .918 inch on each end. (2) The pump-stop should just clear the catch-block sufficiently to allow it to descend without friction. One point is ample. (3) Level machine on vise cap, using the level in both directions. (4) If the flakes of metal on the slug are due to the back knife failing properly to trim the slug, you will have to set the knife properly before any relief can be obtained. If the mold is rounded off on the edges by scraping or other improper handling, no relief is possible, because there will be a fringing around the slug. Ascertain by examination which of the foregoing conditions are present. You should have a back mold-wiper at any rate. (5) Yes; order H-570. You should, however, correspond with the Mergenthaler Company, giving model and number of machine.

Transpositions of Matrices and Spacebands.

The following is from an Oklahoma operator: "I am bothered with spaceband transpositions; especially does this occur in the word 'all,' the band falling between 'al' and 'l,' and in the words 'and,' 'board,' 'will,' etc., dividing the last letter from the word. It occurs more in the thin letters, though I have about the same trouble with a cap. line. I believe it is caused from tardy matrices, but I have kept the magazine thoroughly cleaned out and have also given the same attention to the keyboard cams and rollers, and I think they are in fine shape. I notice sometimes when I touch a key the matrix in the magazine will seem to start, but requires a second or third touch to bring it down, and at other times the matrix does not drop down to the second or lower pawl to be in readiness when key is touched, but requires a second effort to bring it down. This causes 'outs' in the proof, and makes it bad, and something fierce, with the spaceband transpositions. Otherwise I set almost an O. K. proof. There seems to be something wrong with the assembler or brake, as the matrices come crashing down in an unnatural way and seem to cause a vibration in the assembler. This seems to be the cause of the transpositions, as they are in such an agitated condition when the spaceband drops that it is liable to fall in between the letters in the word. The brake seems to be in order, as I have renewed some parts and have on a new star-wheel. This machine is a Model 5, and the assembler brake is different from others, being a roller-pin, which I have recently renewed. I have also renewed the assembler rails above the star-wheel—the buffer strips. Do you think the fault is with the magazine, the pawls not rising high enough, or the assembly chute?"

Answer.—To determine the cause of this trouble you will have to do some experimenting. Remove the cam covers and touch the keys of the offending characters, and note how quickly the cams are rotated after they drop. If you find that they are slow in action after dropping, then remove the cam yoke and oil the pivot and sharpen the milled edge, if it happens to be filled with rubber or is dull. The rollers should be roughened with coarse flint paper or washed with cold water and soap. If this operation is successful you will have proper action of your cams. The chute-spring points should be raised just a trifle above the horizontal. In regard to a matrix starting out of magazine and not coming except for another touch, this may be due to the matrix binding near the entrance, or to bruised or foul ears. It may be due also to the keyboard-roller speed being too great. Test speed of driving pulley. It should not be over seventy revolutions a minute. Sometimes the trouble is caused by the keyrod spring not retracting the rod. Clean the assembler slide with gasoline, and do not allow oil or graphite on the surface.

Imperfect Slugs.

A Western operator relates the following experience: "I am having some trouble casting slugs from a thirty-em border casting-block. The slugs are hollow on the right end, and five ems have to be cut off the slugs to insure a solid base. When the temperature of the metal is lowered so the foot of the slug is solid, the face then becomes imperfect. In recasting, about every fourth slug sticks in the mold. This happens when the knives barely touch the slug. If the knife is set to trim the slug, every one sticks. We have cleaned the pot and have rubbed oil and graphite in the mold, which helps some. But when the oil is burned out the stick occurs again. This machine is one of the first west of the Missouri river, and was rebuilt a few years ago. It gives good service on straight matter. Would like a few suggestions toward correcting the trouble."

Answer.—There is scarcely any doubt but that you can secure good slugs out of the machine while casting borders if a few simple directions be followed: (1) Remove plunger and clean it so that the grooves are free from dust. (2) Remove enough metal from the pot so that about one-half inch of the well is visible above the surface of the metal. (3) Place a small piece of mutton tallow in the well and insert the rotary wire brush and give the well a thorough brushing. To the melted tallow add about one teaspoonful of dry graphite. (4) With the hooked end of the pot-mouth wiper (F-304) clean the hole in the side of the well; this will insure a free inlet for metal to enter the well. (5) Place the plunger in the well, which will have a mixture of graphite and tallow to lubricate it in its down stroke. Increase the stress of the pump-lever spring to give more force. Fill the pot to normal height with metal. (6) Clean the cross vents of the mouthpiece with a pointed instrument, to allow the exhausting of air from mold cell. With a piece of stiff wire open the jets; this will insure a proper outlet, for the metal into the mold. (7) Remove the clutch and wash with gasoline the leathers on the clutch shoes and clean the surface of the pulley free from oil. Remove the clutch-spring and stretch it, making it at least an inch longer. This added stress should overcome the tendency of the slugs to stick when ejecting. (8) Remove

the mold and scrape off all adhering particles of metal with a sharp piece of brass rule. Clean the grooves in the mold cap and polish both inside surfaces of the mold with graphite. Wipe mold-disk where mold has contact with it and then place the mold in position to bring home all the screws firmly. Set the right-hand knife so as to trim the minimum amount from the ribs of the slug. Recast about six slugs and observe their bases. They should not be spongy. If they are spongy or very hollow at the bottom it may be that the plunger is a loose fit for the well. This condition may be ascertained by observing the surface of the metal around the plunger-rod as it descends to cast. If the surface is very much disturbed at this time a new plunger should be ordered. If the temperature of the metal is regular for ordinary work, do not alter the governor. Use the gas-cocks under the pot burner to reduce temperature. Do not alter the mouthpiece burner. Operators should forward slugs when asking information regarding defects.

Keyboard and Keyrods.

An operator in Nebraska writes: "I am a regular reader of THE INLAND PRINTER and get many valuable hints therefrom. Am now going to ask some advice: (1) On page 39 of 'The Mechanism of the Linotype' you say that 'upon retreat of mold after ejectment, knife-wiper bar will drop and wiper be drawn along knife edges to remove shavings,' etc., and that latch is 'merely a safety arrangement to compel descent of bar in case it should fail to act properly.' Now, on page 109 of the same book, in giving a list of machine actions during a revolution, paragraph 1 says that as elevator descends with matrix line to front of mold, knife-wiper is drawn downward to remove shavings from knives. What I want to know is when the knife-wiper bar should descend — after ejectment or upon descent of elevator to casting point? I have been trying to follow the plan on page 39, but I find that when I decrease the tension of the flat-bar spring enough so that the notch slips off the latch-pin and allows the bar to drop after ejectment, the strength of the latch-spring seems to be too great for the flat-bar spring, breaking about one of the latter every week on an average; breaks off at hole where screws fasten it to vise. Also have broken off screw, which had to be drilled out. Would it be all right to put enough tension on bar-spring so that knife would never operate except when pulled downward by latch? Is this what is meant on page 109? (2) Would oil be transferred to matrices if too much was carried on front mold-wiper? (3) Although I know that springs should not be doubled up on keyrods, I find that sometimes when 'doubles' fail to come, that, by putting on two springs, they come all right. If springs should not be 'doubled up,' what should I do instead? (4) What is the correct way to replace a banking-bar? Machine is a rebuilt Model 1."

Answer.—(1) The knife-wiper is sometimes inclined to work badly, principally due to metal lodging around the bar where it passes through the vise frame below the flat spring. A good plan is to remove all the metal shavings and to pack the hole with cotton waste, which should be well oiled. This will lubricate the bar and will prevent the shavings lodging in that place. The description in the book as you give it (page 39) covers the normal action where it descends by stress of spring. The abnormal action (page 109) is where it is drawn downward by the latch-rod stud. The flat spring should have only tension enough to hold the wiper-bar securely in its guide, but not so much as to prevent its free movement downward. (2) Too much oil on the front mold-wiper may tend to foul the matrices. However, oil on the ejector blade is more likely to cause this trouble. Ejector blade should not be oiled. (3) If a key-rod does not return freely to place with one spring, find where it is binding and remedy the trouble. Doubling the spring is a makeshift only, and is not a step toward correcting the trouble. If you do not get regular responses when holding the key down, note the action of the rod when the channel is empty. If the rod rises and drops regularly with channel empty, and does not do so with matrices in the channel, it suggests dirty matrices and foul channel. Clean all the matrices and try again; if the trouble is not abated, test the speed of the machine driving-pulley. If the pulley is run faster than seventy revolutions a minute, it is likely to cause the matrices to catch. If the keyboard roll speed is above normal and you consider it necessary to run it at that rate, you should make two touches for doubles instead of holding the key. (4) The banking-bar of the keybars is removed and replaced to the best advantage when the keyboard is off of the machine. To replace it, the keybars will be in place, and the keyboard will be tilted with the back end up a trifle. This places the keybars at an angle, with the top end forward. The banking-bar may now be put in position by raising the keybars a trifle with the forward top edge of the banking-bar; then put in the screws.

Recent Patents on Composing Machinery.

Matrix-marking Machine.— J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignors to Lanston Monotype Company, Philadelphia, Pa. Filed April 16, 1910. Issued November 14, 1911. No. 1,008,302.

Paper Perforator.— J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignors to Lanston Monotype Company, Philadelphia, Pa. Filed July 18, 1910. Issued November 14, 1911. No. 1,008,303.

Matrix-milling Machine.— J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignors to Lanston Monotype Co., Philadelphia, Pa. Filed February 3, 1911. Issued November 14, 1911. No. 1,008,304.

Metal-pot.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed April 19, 1910. Issued November 28, 1911. No. 1,010,401.

First-elevator and Line-delivery Mechanism.— C. Muehleisen, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed August 25, 1911. Issued Nov. 28, 1911. No. 1,009,851.

Keyboard Cam.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed July 1, 1910. Issued December 5, 1911. No. 1,010,435.

AN EFFECTIVE SPECIALTY DEVICE.

Over in Albion, Michigan, in a small shop with the limited equipment of one 14 by 22 Universal press and one 8 by 12 Gordon, the J. A. Richards Company is conducting a successful business — and making money. That this can be done with such a limited equipment is due to specialty printing — the Richards Company is fitted to turn out work which has that distinctive touch so sought after by advertisers. The specialty device which has enabled this concern to make money where it would otherwise be almost impossible is the "Multiform" outfit, consisting of a rule-bender and rule-cutter, by means of which designs are made from steel rule, these designs being used to die-cut various advertising specialties into unusual and attractive shapes. A package of these die-cut specimens reveals some most interesting work. For example, a window-card for the comic opera "Cinderella" is die-cut in the shape of a slipper, with the reading-matter printed thereon. It is most effective, gives a result not to be obtained in any other manner, and the time for making the dies was but two hours. For the printer who would build up his business, by the use of a most novel feature, the "Multiform" outfit is exceptionally desirable. It is manufactured and sold by J. A. Richards, of Albion, Michigan.

EDITOR — "I really can not see anything in this manuscript of yours."

Young Journalist — "Still, why not publish it? Your readers may have more intelligence." — *Printers' Register.*

Question Box

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Gummed Paper in Rolls.

Under this heading last month we failed to list the names of the Ideal Coated Paper Company, Brookfield, Massachusetts, and the Samuel Jones Company, Waverly, New Jersey, as manufacturers of gummed paper in rolls. The error was the result of a misunderstanding, which we regret. Readers will kindly take note of the correction.

Carlton Perforator.

(1011) "Can you give us the address of the present manufacturers of the Carlton perforator? We believe it is in Boston, but are not sure."

Answer.— The National Printing Machinery Company, Athol, Massachusetts.

Riebe Quoin.

(1009) "Will you kindly find out who manufactures the Riebe quoin, in your city, and let us have the name and address?"

Answer.— Uprightgrain Printing Base Company, 415 Dearborn street, Chicago.

Eyeletting Machine.

(1018) "We would thank you for the name of a concern that manufactures machines for putting eyelets in envelopes."

Answer.— Edwin B. Stimpson & Son, 68-70 Franklin avenue, Brooklyn, New York.

Chalk-plates.

(1007) "I am informed that you can tell me where to purchase chalk-plates. If you will do this I will be very much obliged."

Answer.— Hoke Engraving Plate Company, 304 North Third street, St. Louis, Missouri.

Printing and Paraffining.

(1020) "Will you kindly give me the address of a Chicago house that prints and paraffins cardwork?"

Answer.— Standard Playing Card Manufacturing Company, 345 West Michigan street, and R. J. Kittredge & Co., corner Green and Superior streets.

"Anchor" Calendars.

(1014) "Will you kindly advise us as to who manufactures the 'Anchor' line of calendars?"

Answer.— It is our information that this line is made by the Cushman & Denison Manufacturing Company, 240 West Twenty-third street, New York city.

Pad to Slip Over Ink Platen.

(1005) "We are desirous of finding out the name of the manufacturer of a pad which slips over the ink platen of a printing-press so that liquid ink can be used. If you know the name of the concern we wish you would forward same to us."

[Can any reader furnish this information? — EDITOR.]

Burnishing Bronze Labels.

(1006) "We wish you would please advise us the name of a concern which has facilities for burnishing bronze labels in sheets."

Answer.— The Standard Playing Card Company, 345 West Michigan street, Chicago, does this work for the trade.

Directory of Periodicals.

(1016) "Will you kindly inform me if there is a directory containing a complete list of all the periodicals published in America, and, if so, where I will be able to procure same?"

Answer.— N. W. Ayer & Sons, 300 Chestnut street, Philadelphia, Pennsylvania.

Coin-card Makers.

(1015) "We would like to have the name of some company that handles coin-cards."

Answer.— Detroit Coin Wrapper Company, Detroit, Mich.; the Winthrop Press, 419 Lafayette street, New York city; John H. Spies, Watertown, N. Y.; the Aldrich Company, North Tonawanda, N. Y.

Embossed Stock for Menus, Folders, etc.

(1046) "Can you tell us where we may obtain embossed stock for menus, folders, etc., that will be something out of the ordinary forms?"

Answer.—Penn Card & Paper Company, 20 North Sixth street, Philadelphia, Pennsylvania, makes a specialty of embossed stock for various forms. It is also carried by the J. W. Butler Paper Company, Chicago.

Special Paper.

(1004) "Can you tell us where the paper of the enclosed note is sold? We have an order on which no other stock can be used."

Answer.— It is manufactured by the American Writing Paper Company, Holyoke, Massachusetts. Any large paper-dealer will handle an order for this particular paper.

Machine for Washing Bank-notes.

(1012) "We have seen a notice in some American trade-papers, that in the Government Printing Office the American bank-notes are cleaned in a special machine for this purpose. We should be most obliged to you if you could give us the name of the makers for this machine."

Answer.— The machine used in the Government Bureau of Printing and Engraving at Washington, D. C., for wash-

ing bank-notes was designed by one of the Bureau's employees and constructed in the Bureau's plant. Whether one of these machines can be purchased from the inventor, we can not say, and therefore refer you to J. W. Ralph, Director of the Bureau of Printing and Engraving, Washington, D. C.

Stock-sheets for Theater Programs.

(1017) "Can you give me the address of a firm in Chicago (if any) that handles stock-sheets similar to the one enclosed, suitable for a theater program?"

Answer.— C. J. Albrecht, Jefferson Theater Program Company, 512 South Sherman street, Chicago.

Sanitary White Rags for Printers.

(1031) "Will you kindly advise us whether there is a concern in or about Chicago that makes a specialty of shipping sanitary white rags to printers throughout the country?"

Answer.— Ideal Sanitary Supply Company, 1930 Warren avenue, Chicago.

Directory of Retail Stationers.

(1001) "Do you issue a list of names and addresses of the leading retail stationery firms in the United States? If not, could you tell me where I could obtain same."

Answer.—A directory of retail stationers, printers, engravers, binders, etc., is published semiannually by the Typo Mercantile Agency, 160 Broadway, New York city.

Machine to Punch Hole and Tie Cord through It.

(1036) "Can you advise us the name of a manufacturer of a machine which will punch one hole, run string through the same and tie it in a knot? We are under the impression that there is such a machine on the market, but can not find out who is making it."

Answer.— The Joseph E. Smyth Company, 644 Federal street, Chicago.

Number of Printing Offices in United States.

(1038) "We are very much interested in learning how many printing establishments there are in the United States, and would thank you for the information. It might be of interest to you to know that in Germany there are 10,500 such establishments."

Answer.—According to the best authority, the United States has approximately thirty thousand printing-offices.

Owners of Chalk-plate Patents.

(1044) "I have a copy of a book on 'Drawing for Printers,' by Ernest Knaufft, in which it gives the name of the owner of the chalk-plate patent, but does not give the address of same. The name given is Hoke Engraving Company. I would appreciate if you would inform me where it is located."

Answer.— Hoke Engraving Plate Company, 304 North Third street, St. Louis, Missouri.

Photoengraving Schools.

(1008) "Having looked in vain for a school in New York city that teaches photoengraving or the half-tone process, I appeal to you for the information. By giving me the name and address of such a school, if one exists, in New York city, you will confer a favor which will be greatly appreciated."

Answer.— Photoengraving is taught at the Teachers' College of Columbia University, New York city. Another school is conducted by the Bissell College, Effingham, Illinois.

Celluloid Plates.

(1041) "Kindly inform me where I can get celluloid plates for printing purposes. Any other information on same will be appreciated."

Answer.— For plain celluloid sheets write the Celluloid Company, 317 West Adams street, Chicago. If you have reference to celluloid news-plates, you will be unable to secure them, as their manufacture was discontinued some years ago.

Cooking-bags.

(1045) "Do you know what mill manufactures the paper that is used in the manufacture of the cooking-bags now being put on the market? Or do you know of any paper house that handles the paper?"

Answer.— The paper is manufactured by the Union Bag & Paper Company, 17 Battery place, New York city. The Chicago *Daily News* has been running a department for the instruction of its readers in the use of paper cooking-bags, and is offering the bags for sale.

Calendar Makers.

(1010) "I would like to know the names of several good calendar dealers."

Answer.— Oliver Baker Manufacturing Company, Minneapolis, Minn.; Taylor Brothers Company, Rochester, N. Y.; Goes Lithographing Company, Sixty-first and Clark streets, Chicago; Julius Bien Company, 140 Sixth avenue, New York city; Thomas D. Murphy Company, Red Oak, Iowa; Stone Printing & Manufacturing Company, Roanoke, Va.; Gerlach-Barklow Company, Joliet, Ill.

Machine for Gumming Envelopes.

(1047) "I want a machine for gumming envelopes. You shall oblige by telling me the name of manufacturers of these machines. I am a dealer in machines and supplies for the printing trade — not a printer."

Answer.— Gumming machines for hand-made envelopes are made by F. L. Schmidt, Eleventh and Twenty-first streets, New York city, and Lester & Wasley, Norwich, Connecticut. M. D. Knowlton Company, Rochester, New York, make gumming machines for all purposes. In ordinary envelopes, made by machine, the gumming is done in the operation of manufacture.

Printers' Aprons.

(1019) "Can you give me the address of a firm, or firms, that manufactures printers' aprons?"

Answer.—Almost any apron manufacturer will make printers' aprons on order. John Rissman & Co., 841 Blue Island avenue, Chicago, make a specialty of manufacturing printers' aprons. Henry Melzer, 2235 Milwaukee avenue, Chicago, makes printers' aprons. For Eastern manufacturers, write John S. O'Connell, Secretary Typographical Union No. 6, 616 World building, New York city, for information.

Manufacturers of Celluloid Articles.

(1002) "Would you kindly inform me by letter the names and addresses of firms manufacturing celluloid articles — for instance, an article in the way of a milk-bottle stopper on the order of the enclosed specimen? I should like to get the best prices obtainable in very large quantities."

Answer.—The milk-bottle stopper forwarded was probably made by the Whitehead & Hoag Company, Newark, New Jersey. This concern makes all kinds of celluloid articles, and we notice the stopper you enclosed in your letter has stamped on it, "Pat. Apl'd for, Newark, N. J." In Chi-

cago, the Cruver Manufacturing Company, 2456-2460 West Jackson boulevard; J. B. Carroll, Carroll and Albany avenues, and the American Badge Company, 141-143 West Michigan street, are manufacturers of celluloid novelties.

Chalk-coated Paper.

(1050) "In your November issue, under heading of 'Process Engraving,' in your answer to 'Prover,' of Cleveland, you advise the purchase of chalk-coated paper, to make underlays. Can you tell me where the chalk-paper can be purchased?"

Answer.— This is the paper used in the mechanical chalk-relief overlay process, and is made by Watzelhan & Speyer, 183 William street, New York city. It is a patented process. For explanation, see advertisement on page 310, November issue of THE INLAND PRINTER.

Stock for Tin-wedding Announcements.

(1049) "Kindly advise us source of supply of tin-foil on card, or suitable form for tin-wedding announcements — something symbolic of tin."

Answer.— We have been unable to learn who carries cards mounted with tin-foil suitable for tin-wedding announcements. You can make these by mounting the cards yourself. Tin-foil can be procured from the Chicago Tin Foil Company, 1409 Carroll avenue, Chicago, or John J. Crook, 1653 Warren avenue, Chicago. The Whiting Paper Company (Stationery Department), 152 Duane street, New York city, carries the prepared paper for tin-wedding announcements.

Fan-fold Forms.

(1003) "Can you furnish us with any information regarding machinery, or special attachments, made to produce what is called 'fan-fold forms' in continuous strips? We are particularly interested to know whether attachments to do this work may be had and fitted to rotary presses. We have seen some samples of this sort of work, but do not know where it is produced, and would appreciate any information regarding the method of production you may be able to supply us."

[We have been unable to give our correspondent definite information on this subject. Some of our readers may be able to forward it.— EDITOR.]

Celluloid Stereotypes.

(1013) "Do you know whether there is a concern in Chicago making plates that can be mailed? We understand that the American Press Association and the Western Newspaper Union do not make these plates, but our customer thinks there is some one in Chicago who makes them."

Answer.— Celluloid stereotypes were made for some years in Chicago and elsewhere, but their manufacture has been abandoned, as the work was not found profitable. We do not believe that any one is making these plates at the present time. Where plates have to be sent at a distance and the cost of transportation is a consideration, stereotype matrices are sent, which may be cast and mounted at the nearest newspaper office.

Formula for Making Rubber Stamps.

(1035) "Can you give me any formula for making rubber stamps, and the process? Also kindly refer me to firms handling rubber and stick molding."

Answer.—A good treatise for a beginner in this work may be had by sending 10 cents to Munn & Co., 361 Broadway, New York, asking for Supplement No. 1110. It contains practical information on the subject, and embodies all we could offer. The following are dealers in supplies: Barton Manufacturing Company, New York; Pearre E. Crowl, 14 Clay street, Baltimore, Md.; J. F. W. Dorman Company, 526 North Calvert street, Baltimore, Md.; William A. Force & Co., 75 Market street, Chicago; Superior Rubber Type Company, 32 South Clinton street, Chicago.

Classified Bookbinderies—Slip-sheeting Machines.

(1032) "Is there a publication containing a classified list of all the bookbinding establishments in the United States — that is, the larger ones, of course? Would also like to know the names and addresses of firms building slip-sheeting machines."

Answer.— The Mercantile Typo Book, published by the Mercantile Typo Agency, 60 Broadway, New York city, gives a list of bookbinding establishments and their ratings. This is not a separate list, however, printers, engravers, stationers, electrotypers, etc., being catalogued in connection therewith. Gilbert, Harris & Co., 416 North Fifty-second avenue, Chicago, and Chambers Brothers Company, Fifty-second and Media streets, Philadelphia, are manufacturers of slip-sheeting machines.

Pictures for Calendars.

(1030) "Will you please give us the names of publishers who make a specialty of producing pictures suitable for mounting and dressing up for calendars. We are needing neat, small, tasty, panel pictures produced by the three or four color process, photogravure or any other process from which good results are secured?"

Answer.— Mezzo-Gravure Company, 167 William street, New York; the Van Dyck Gravure Company, 186 Fourth street, New York; Rotary Photogravure Company, Passaic, N. J.; Campbell Art Company, Elizabethtown, N. J.; Julius Bien Company, 150 Sixth avenue, New York; Thomas D. Murphy Company, Red Oak, Iowa; Gerlach-Barlow Company, Joliet, Ill.; Celebrity Art Company, 36 Columbus avenue, Boston, Mass.; Williamson-Haffner Company, Denver, Colo.

Small Match-boxes—Paper for Covering Pasteboard Boxes.

(1021) "Could you furnish us the address of a manufacturer of small match-boxes like sample enclosed? Is there a house in the country that makes paper for covering pasteboard boxes made up of floral designs — that is, a paper similar to that of the holly kind used at Yuletide?"

Answer.— The match-boxes of which you forwarded sample are made in Sweden, Norway and Russia — chiefly in the first-named country. To secure information concerning the makers, write the American Consul, at Stockholm, Sweden, enclosing $1 for reply. For paper for covering pasteboard boxes made up of floral designs, write the Dennison Manufacturing Company, 62 East Randolph street, Chicago; Henderson Litho Company, Cincinnati, Ohio; Augur, Swyers & Machold, 108 Fulton street, New York city.

Not a Labor Lien.

(1039) "If I put a Linotype and equipment, including metal, into a printing establishment, under an agreement to furnish the company composition at so much per thousand, for which I am to be paid weekly, would my claim be considered as a labor claim and a lien against the office if it goes into receivership, or would I have to take my chances with the men who sold the company ink, paper, etc.?"

Answer.— It is our opinion that your claim would not be successful as a lien for wages. You are selling a prod-

uct and not working on a weekly salary. Payment for your product by the week would not, in our judgment, constitute a wage settlement. Neither would the circumstance that you have your Linotype in the company's building alter the fact that you are selling a product. However, there is a wide difference in the State laws on this subject, and we would advise that you address an inquiry to the attorney-general of your commonwealth.

Steel-die Stamping Process.

(1037) "We would esteem it a great favor if you could put us in touch with information regarding the steel-die stamping process. We appreciate your courtesy for the trouble you took in looking up the steel-die machinery for us."

Answer.— Steel-die stamping, as the name implies, is produced from an intaglio-engraving steel die. The die is highly polished metal, made for the purpose by die engravers. These dies may be had in standard sizes, from 1 by 1 inch up to 4½ by 9 inches. The steel is relatively soft, so that it can be readily engraved with sharp tools, called gravers. After the engraving is made, the die goes through a hardening process, to make it more enduring. Having been hardened, it is ready for use. As this die has the design cut in or engraved intaglio, it will be necessary to use a counter-die in order to force the stock into the incised lines to produce the relief and to draw out the ink. The counter-die is usually made of binders' tarboard, which is cut the size of the die and an impression taken thereon. The board is then chamfered off right up to the design, so as to give greater force, as only the design should be in close contact. This manner of producing printed matter has advanced greatly within the past few years, due to the improved machinery of American manufacture. The embossing and die-stamping presses are now almost wholly automatic in operation. Formerly the die was inked and wiped by hand; now these operations are mechanical.

CHINESE PRINTING TYPE.

The difficulties of making up a font of Chinese type, although considerable, are not relatively so great as one might imagine, for while Kang Hsi's dictionary, the standard and most comprehensive work of its kind in the language, contains some 40,890 characters, it has been found that for all practical purposes a font need contain only about seven thousand. Of course, with a font of this size the Chinese printer, in the course of setting up a book, will frequently find that he lacks a dozen or so unusual characters — a difficulty which he readily meets by having these missing symbols hand-cut on blank type by skilled engravers, who, thanks to the old wood-block system, are to be found in practically every town in China.

It has been found by the Shanghai typefounders that the electrotype process is the most successful for the manufacture of matrices. By this method the character is first cut in some suitable wood as a mold, which is placed in a depositing trough containing copper solution and left for several days until there is a deposit of copper thick enough to be polished off and fixed in a brass holder. Characters made by this means possess more of that caligraphic excellence so dear to the Chinese than do those cast in matrices cut by steel punches.

Among the firms in Shanghai manufacturing type and matrices may be mentioned the Presbyterian Mission Press (American), the Commercial Press (Chinese), and the Methodist Publishing House (American). It is stated that the type in the cheaper fonts, such as are sold by unscrupulous dealers to the printer who is not yet expert in such matters, is manufactured almost entirely of lead, and after a short period of service becomes useless. The type turned out by the American mission presses and other reputable firms is composed of lead, antimony and tin in proper proportions, and is said to give entire satisfaction.

Although practically all Chinese newspapers and books on modern topics are now printed from movable metal type, books pertaining to old China, such as the Confucian classics and their commentaries, are still produced by the time-honored method of printing from wooden blocks. Among the reasons why the Chinese prefers his books of this nature printed in the old way are his naturally strong conservatism, the peculiar charm and artistic softness of the pages printed from blocks, which the modern books from metal presses do not have, and the fact that the new-style volumes lack that peculiar odor imparted in the older method by the lampblack vegetable-oil ink with which they are printed — an odor which, although extremely disagreeable to Occidental nostrils, is inseparably associated in the Chinese mind with good literature.

Photolithography is also being used to some extent for the reproduction at moderate cost of rare and hitherto almost unprocurable Chinese works. This process finds favor chiefly for the reason that it so perfectly reproduces the characters beautifully written by famous Chinese literati of former days as to give each volume that peculiar individuality prized by the native scholar.

While wood-blocks and the photolithography process have their place in the Chinese printing world, it appears that the great wave of modernism that is now sweeping over the empire will soon leave them but little importance as compared with the more prosaic, but more practical, method of printing from movable metal type.— *Deputy Consul-General John K. Davis, Shanghai, China.*

NEW YORK PRINTERS' LEAGUE.

The famed St. Denis Hotel witnessed the fifth annual meeting of the New York Branch of the Printers' League. About one hundred and twenty were present, and, after dinner was disposed of, there was the usual flow of soul and transaction of business. Mr. Francis acted as chairman, and in his opening address indulged in satirical reminders about the large attendance and the progressiveness of employing printers. The Hon. J. J. Little was on the program for "A Word of Appreciation," but he being absent, one of his partners, Edwin S. Ives, lauded the administration of President Driscoll, and mentioned as its chief accomplishments (1) protection of the league's interests relating to the feeders' demand, which was arbitrated; (2) inducing pressmen to abandon demand to shorten working time at night five hours a week, and acceptance of a compromise on their scale demands, and (3) the prevention of a strike by paper-cutters, and their decision to seek a conference with the league.

Speaking on the subject of "The League's Progress," Mr. Francis said the New York branch had added eight firms to its membership during the past year, and comprises the ownership of more than twelve hundred cylinder and one hundred web presses, the productivity of which exceeds $135,000,000 yearly. Heretofore the good offices of the league have been extended to nonmembers. The speaker stated that the executive committee had instructed the secretary to confine his activities to advancing the interests of members. This is construed as a gentle hint to outsiders to walk up to the captain's office and pay some of the freight, as the league is tired of playing Lady Bountiful to the employing end of the trade.

Robert Stein gave a short sketch of the New York

Master Printers' Association, which has one hundred and ninety-three members, and claims laurels as the largest employing printers' organization. It was organized in April, 1901, in the interest of the " platen-press printers " of New York and vicinity. At first the social feature was emphasized, but its activities soon took on a practical cast, until now the organization has many, if not all, the features familiar to Ben Franklin Clubs. An influx of members during the last few months has placed the Master Printers' Association in an assured position in its field.

Edwin Flower, for the Electrotypers' Association, and John Anderson, for the Photoengravers' League, spoke extemporaneously, and said their respective organizations were in favor of the amalgamation movement and one strong international association of graphic-arts employers.

In introducing Edmund Wolcott, president of the Typothetæ, Chairman Francis said: " We have heard from the ' infants '; we shall now hear from the ' papa ' organization," and complimented the United Typothetæ on the good work it is doing at present. Mr. Wolcott said the Typothetæ was so much in favor of amalgamation that it willingly forsook or renounced some of its traditions. In his opinion the revised constitution was broad enough to permit of its adoption by all other organizations. J. W. Bothwell extended the felicitations of the local printers' board of trade.

The business of the meeting included some amendments to the constitution, the adoption of a shop-practices agreement with the pressroom unions, and a five-year contract with the paper-cutters' union. Officers were elected as follows:

President — John Nolty.

Vice-president — John F. Oltrogge.

Secretary — D. W. Gregory.

Treasurer — William Kiesling.

Chairman Executive Committee — Mr. Charles Francis.

Executive Committee — Joseph J. Little, William Davie, H. E. French, Isaac Goldmann, J. A. Dunn, A. Stanley Graff, F. C. Stevens, George W. Green and Mrs. Lillian de M. Weiss.

Executive Committee of the Whole (representing the printers) — Francis, Kalkhoff, Dunn and Nolty.

Standing Joint Conference Committee — Little, Francis and Oltrogge. Alternates — Kalkhoff, Dunn and Green.

Trade Court — Henry W. Cherouny, Isaac Goldmann and Charles Francis.

Mr. Cherouny announced that he would not accept any nomination for office in the league, and it was agreed that the executive committee should fill vacancies. It developed that the treasurer's report showed a possible deficit of about $200, the cause being the amount spent in arbitration proceedings, which was unusual and uncontrollable.



FIFTH ANNUAL BANQUET, NEW YORK PRINTERS' LEAGUE OF AMERICA, WEDNESDAY, NOVEMBER 22, 1911.

NOW, HOW DO YOU GET OUT?

A down-east editor explains it this way in his paper: " The bloomer dress is a pair of trousers, very baggy at the knees, abnormally full about the pistol-pockets and considerably loose where you strike a match. The garment is décolleté at the south, and the bottoms tied around the ankles or knees to keep the mice out. You can't put it over your head as you do your corsets, but you sit on the floor and put it on just as you do your stockings — one foot in each compartment. You can easily tell which is the right side in front, by the button on the neckband."

STUNG.

Two ladies who had just been introduced to each other at the reception had exchanged a few conventional remarks. Then the younger one remarked: " I can't imagine what upset that tall blonde man over there. He was so attentive to me a little while ago, and now he won't look at me."

" Perhaps he saw me come in," answered the other woman. " I'm his wife."

Cost and Method

BY R. T. PORTE.

THE INLAND PRINTER has asked me to conduct a department for the country printer and the small printer along the lines of modern business methods. For a long time I have wanted to do just this thing, but did not see quite the opportunity or the method, and not until the editors approached the subject did I think that a trade-paper really wanted the kind of matter that I would want to publish.

THE INLAND PRINTER, however, has seen that a new idea is being brought into the printing world, and it wanted a department that would emphasize the art of printing as a business, and especially for the smaller printer and the country-newspaper publisher. It seems that almost every other phase of printing has been treated on for years, until we know all the "kinks" that could be invented in this world. With them all, year in and year out, we see men running offices and making a bare living.

The country editor has been called by every name under the sun, except a "business man." Politicians, clergymen, get-rich-quick men, bankers, lawyers, doctors, and all the rest have used the newspaper and printer man to further (and most always to "father") their schemes, and they invariably reap the reward and the printer gathers but the crumbs from the feast.

There is a new light coming and that light is the realization that we are in the printing business (not art), and that we are in it to make money.

Too long have we supplied art at art's wages, and now we have come to a new point where we are demanding a just return for our labors.

So, this department is going to talk business, and how to get the proper price for the product of our labors.

The writer has been a country printer and numbers hundreds of country printers as his friends, and wants to increase that number by thousands, and he is ready and willing to discuss any problem of your business from a business viewpoint with you.

This will not only take up jobwork, but advertising, subscription rates, and every matter of that nature. Labor matters, "art" printing, or criticism of specimens are all treated in THE INLAND PRINTER elsewhere, so let's get down to "business."

Hour Costs in a Country Office.

During the past year many reports of "hour costs" have been published from larger cities, and now THE INLAND PRINTER wants information as to "hour costs" in small offices, particularly inland towns, and country newspaper offices.

We are endeavoring to find out these costs, and will, from month to month, print articles telling the story of these costs, and results of cost systems in different localities. If you are running a cost system, we want to be in touch with you, and what you know as to cost will help others. The conductor of this department would like to hear from you and, if requested, confidences will be kept inviolate, but the facts must be correct and proved by some recognized cost system.

The cost of advertising is a most important feature at this time, and while we have some good records, we want others, and all the information obtainable.

Job-printing Price-lists.

The first thing a small printer asks for is a "price-list." The fact of the matter is, a perfect price-list for printing has never been compiled, and never will be. There is absolutely no way of knowing what will be the cost of a job of printing before it is done, and all price-lists and estimating are but guesses. Certain facts as to costs are obtainable, but no two jobs are exactly the same, or will cost exactly the same every time they are produced.

Most of the master printers' associations and clubs have compiled price-lists for their locality, but each have holes as big as a barn door, and are far from perfect. On the average, they lack the information necessary for the country printer, and deal in things that are very little called for. Others are made in a way that is confusing, and the right information is not easily obtainable.

One of the best price-lists is the small one gotten out by the Minneapolis Ben Franklin Club. In the East the prices will be declared too high, and not obtainable. The compiler of the most of the prices — W. T. Cole — has gathered his costs from many sources, and the prices given are *not too high*. The printer who charges them will get only a fair return on his labor and investment. There are many others published, at small sums, and they are a good investment as a guide to the price of printing.

To the printer who wants to be sure he is charging his customers a correct price, and wants to be honest with his trade, there is only one price-list, and that is a cost system. It is the only one and infallible guide to prices, and the only one that can be depended upon. From such a system, the printer can compile his own price-list, and it will be right.

The Spirit of Get-together.

The hermit is a relic of the past. The mortifying of flesh and the withdrawing from the world may be a source of satisfaction to the single individual, but it leads to narrowness in point of view, and never really develops the perfect, all-around man. That we sometimes should go by ourselves and commune with ourselves and "kick" ourselves and repent of our misdeeds, no one can deny; yet we must know others and hear of others that we may see our own faults.

The more we live alone, the more we are inclined to "pet" our chief faults and make them greater, or else pride ourselves on not "being as others," and fail to realize we are as frail and weak as we really are.

As a class, the printer in the past has been one of the greatest hermits in existence. He has been content to rely on the trade-papers or "exchanges" for his views of the

others of his craft, and he seemed to try to avoid every fellow printer. There have been social organizations and conventions without number, but the papers read and features have been mainly of the "entertaining" variety, and every subject under the sun but the one of making a decent living has been discussed.

Printers living in the same town refuse to speak to each other, and, in talking to each of them, you would consider the other the deepest-dyed villain on earth.

It is not necessary to write this — every one who reads this knows the "printer down the street" is everything that the English language, or any other language, can call him.

But some of us, who meet both of you, know that you are gentlemen at heart, that you neither beat your wife, steal pennies off of dead men's eyes, nor do any of the other "horrible" things derogatory to common morals. And you would find these things out for yourself if you would only go over and see the other fellow, take a good shake, then select a good, quiet spot and talk things over.

I want to hear of printers — if there are but two — in a town who really are friends, who get together, go to one another's house — whose wives "borrow" from one another, and meet on a common plane. Let's hear from you as to what has been the result, both intellectually and financially.

The air is full of this get-together movement, and there are hundreds of such cases. We want to hear of them.

And, if you have not gotten together yet, grab your hat just this minute, and go down the street and greet your fellow man.

"I know your bad qualities," say to him, "and you know mine; now let's find out what is good about each of us. Surely we can't be entirely bad, or none would recognize us, and both being out of jail is some sign we are entitled to recognition. Have a cigar!"

Try it out, and let's hear the result.

Making "Real" Money.

There is a country printer running a small newspaper up in the northwest part of the United States who really knows that he made some "real" money last year. It is only a small sum, but it is "real." He has figured his salary and drawn it, he has figured depreciation and interest on his investment, and for the year has made $8.36.

That sounds funny, doesn't it, but here is a condensed statement of his business for the year ending October 1, 1911:

Jobwork for the year	$1,032.62
Advertising	1,756.65
Subscriptions	268.90
Total receipts	$3,058.17
Stock used	462.12
Gross profit	$2,696.05
Total expenses	2,687.69
Net profit	$ 8.36

Can you give such a statement of your business?

Now, don't think this printer is a phenomenon, and that he is a wonder. Far from it. A year and a half ago he conducted his office in about as "hit-and-miss" a fashion as you could really conceive of. Jobwork was done at a guess price, advertising at what he could get, and books of account — really there were none.

What brought the change? Just a realization that he was working hard, and not even getting a journeyman's wage; in debt, and no light ahead. He heard of a cost system, and put one in. The result was that he studied his business, did a little less hard work, and had more system.

The profit, $8.36, looks like a laughable matter, but his expenses included a salary twice the amount that he had ever drawn before. He figured ten per cent depreciation on his plant, and seven per cent on his investment, and one per cent a month for bad debts, and all that is counted as his "expenses," but the $8.36 is a "real" live profit.

And all this on top of a crop failure, when business was very bad — note the small amount received on subscription, which is a good barometer.

Not only that, he knows exactly what it costs him an hour for all the work done in his plant. He does his own work with the help of a boy, and sometimes a printer, and has no cylinder press, printing his paper one page at a time on a large job-press. His records for hour costs for the year are as follows:

Hand composition	$1.12
Job press	1.61
Bindery work	.98
Stock handling	1.93

Now read those figures just once again. They are actual, honestly kept records of a country printing-office in a small town, and are absolute facts. If there were the least bit of doubt about them, they would not be published, and THE INLAND PRINTER would not allow the room or space to print them.

Two items especially should be noticed, and these are the cost of running the job-press and the cost of handling (or cutting) stock. The cost on these items is high because of the many, many hours the press and paper-cutter stand idle and all the time costing money for rent, insurance, taxes, interest, depreciation, and all the rest.

Yet, this printer made some "real" money; true, it was small, but it was real.

Now, can you give a statement like this. Do you know — absolutely know — how much it costs you an hour to set type, run your press, do the tabbing and small binding in your office; and last, but not least, do you know what it costs you to handle and cut the paper you use in your plant every day in the year?

If you don't know these things, and can't prove your costs on paper, how can you make any "real" money, or even a living at the printing business?

State Printing.

A governor of a great Northwestern State, without authority of law, has appointed a man at a salary of $3,000 a year to secure bids for all printing, and expects to save to the State many times this man's salary.

Here is a man elected to the highest honor that the State can give him, and was backed by the country printer and publisher, who turns his face away from his friends, and tries to save the State a few dollars by purchasing the State printing below cost of production. In but few instances has a State ever paid more than a fair price for its printing, and these instances do not make up in any way near the amount of the losses on printing done below cost.

Not long ago a country printer's bill was turned down by the printing commissioner of the State as being too high. The printer brought his bill, and all the data showing how he figured the job, and, after careful checking, it was found to be only one-half as much as it should have been. The matter was taken up, and a much larger bill sent, but it was again returned. Then was started a campaign for the education of that commissioner. He figured that composition was worth only 50 cents a thousand, made up and ready for the press. He was asked for his authority, and stated that there were bids on file at that price. Then statistics were sent him, information as to costs from every conceivable point taken, and he was asked if he really could com-

bat these. He replied that he didn't know, but thought 50 cents ought to be a good price.

And this man claimed to be a printer himself, and capable of passing on the bills of other printers, yet had not the faintest idea as to cost of printing. He was hired as an expert, but when closely questioned knew as little as a ten-year-old boy — and he was drawing a big salary as an expert.

How long are the printers, and especially such influential printers as the country publishers, going to tolerate such a condition of affairs in their State? These incidents are not only true of one State's printing, but of nearly all public printing, and to-day the printers of this country are donating millions of just profit to the State, county, township, city and every other form of government.

It has been supposed that such printing was "velvet," but the cost system soon showed it was "crêpe," and that the State prices, which the printer was supposed to bid a percentage below, were in themselves about twenty-five per cent below the cost of production; and now that the printers know cost, this great governor, full of the political egotism so common with the politicians, is squandering $3,000 of the State's good money a year in trying to make printers do the State's work below cost.

Outside of party, outside of all else, the country printer must look to his just rights, and there is not a sound reason why the State should not pay him a profit on every job of work he does.

The State or governor is not mentioned now, as we wish to spare the people the shame of such a condition of trying to compel slavery and oppression upon a class.

Subscription Contests.

Many weekly and daily newspapers have run in the past "contests" where certain winners received valuable prizes, vacation trips, etc. When first gotten up, these contests were fair and often a financial success, but recent years have seen more valuable prizes given, and consequently a lessened financial return.

As a business proposition, there is no question but that a contest is entirely wrong, as it has a tendency to depreciate the value of the paper from a money standpoint. To see one-thousand-dollar automobiles, five-hundred-dollar pianos, trips to New York, and the like, offered for getting a few yearly subscriptions to a paper tends to impress the public that there is an enormous profit in publishing a paper, and that the subscription price is altogether too high. And on top of that, to see the proprietor of the paper himself without an automobile or a five-hundred-dollar piano in his home tends to cast a reflection on him as a business man.

Recently, such a contest cost a Western paper much more in actual cash than the total receipts, and caused so much misunderstanding and trouble that there is some question as to whether the paper will weather the storm; and, on top of it all, a few hundred paid-in-advance subscriptions must be carried for years without any financial return.

Perhaps contests run by the proprietor himself, without any "specialist," may be of some good; but when one of these gentlemen of the road gets his fingers on the contest, then look out; and you are lucky to have a shop left.

No doubt many will disagree on this question, and point to successful contests, but would it not be more businesslike to offer a regular commission on all collections, new subscriptions, etc., and then extra prizes to those who reach certain results within a specified time? That makes a plain businesslike proposition, puts the affair above the lottery stain, and gives a financial consideration to all. Agents appointed by districts, with extra inducements for extra effort, is a fair, honest method of handling the subscription proposition, and the subscribers will think more of a paper doing business in that way. It may mean fewer subscribers — but it will mean better subscribers.

The experience of papers from a purely business standpoint would be appreciated. Make the story short and to the point. Give actual figures in dollars and cents, and full details in figures, not generalities. We want to get the experience of all, both the "stung" and the successful.

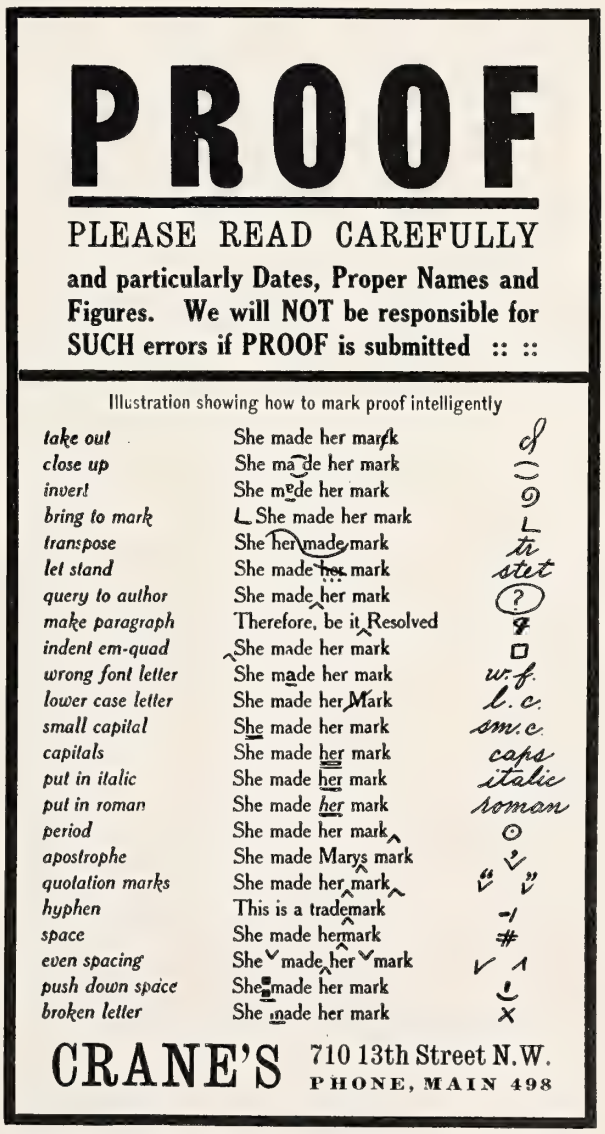
Any who have tried the plan briefly outlined are also asked to give their opinion as to the financial results.

Estimating Contest at Cincinnati.

Cash prizes are being offered by the Cincinnati Ben Franklin Club for the best estimates on printing jobs. The contests are open to all local printers.

Educating and Cautioning the Customer.

The subjoined reproduction of a slip sent out by the Crane Printing Company, Washington, D. C., printed in red and black, was designed by William J. Wicklin, foreman of the composing-room. Mr. Wicklin attaches this instruction and caution to all proofs sent out. Both printers and customers, no doubt, benefit by the caution it exhorts.



THIS DOES NOT SHOW COLOR NOR QUALITY OF PAPER

Newspaper Work

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 33.

Last August, just after THE INLAND PRINTER'S Ad.-setting Contest No. 32 was announced, a very interesting letter was received from J. B. Miller, editor and publisher of the Bucklin (Kan.) *Banner*, in which he enclosed a suggestion for our next competition. Mr. Miller's letter reads as follows:

The Inland Printer Company, Chicago, Illinois:

GENTLEMEN,—I have been a reader of THE INLAND PRINTER for more than a dozen years, and really feel that I owe my success to following its teachings. I have been a contributor to its various criticism departments, and occasionally competed in its contests to great advantage.

I am enclosing herewith copy furnished me for an ad., and the result of its interpretation by one of my compositors. If you have not already selected the copy for your next contest, would suggest its use. I suggest this as a typical country-town ad., with which country printers must contend every week. I really think it might be beneficial to us country fellows to know how to treat such copy.

I also want to add that the system of letting the printers judge suits me much better than a few individuals, as there is less liability of being prejudiced by a favorite type-face or border when the result is close, as in the last contest. However, I am not kicking, as there would have been but little difference had I made the selections.

Thanking you for favors extended in the past, I beg to remain,

Yours very truly, J. B. MILLER.

The ad. Mr. Miller enclosed is reproduced just at it was set in his office (although the original was two columns wide), and this will be the copy for Ad.-setting Contest No. 33. While there is very little to the copy, it is none the



Copy for Ad.-setting Contest No. 33.

less puzzling. The more you study it the more you realize the difficulties which a compositor encounters when he starts to select the proper display lines. We will not attempt to set the ad. in double-column measure, as single column will answer every purpose in showing relative sizes of display. The same rules which have so satisfactorily governed these contests in the past will apply:

1. Set 13 ems pica wide by 3 inches deep.
2. Each contestant may enter as many specimens as desired.
3. The compositor is at liberty to change the arrangement of the copy, but must neither add nor omit any portion or words.
4. No illustrative cuts allowed. Material used to be limited to type, border, rule, and such cuts and ornaments as are furnished by typefoundries in series or as parts of border and ornament fonts.
5. Two hundred printed slips of each ad. to be mailed to "O. F. Byxbee, 440 South Dearborn street, Chicago."
6. Use black ink on white paper, 4 inches wide by 5 inches deep, *exactly*.
7. Write plainly or print name of compositor on one slip only, which should be enclosed in the package.
8. Each contestant must enclose 20 cents in 2-cent stamps or coin, to cover the cost of mailing to him a complete set of the specimens submitted. Canadian dimes may be used, but not Canadian stamps. If two or more designs are entered, no extra stamps will be required.
9. All specimens must reach me not later than February 15, 1912.

The sheet with the compositor's name and address, and the stamps or coin, should be enclosed in the package of ads. and not sent in a letter; in fact, it is better not to write a letter at all. The usual plan of designating the best ads. will be followed. A complete set of all the specimens submitted will be mailed to each compositor within a few days after the close of the contest, and the compositors themselves will act as judges, each being requested to select which, in his judgment, are the best three ads., and those receiving the largest number of points will be reproduced in THE INLAND PRINTER, together with the photographs and brief biographical sketches of the compositors who set them. Three points will be accorded each ad. selected for first place, two points for each second choice, and one point for each third. Contestants should read the rules very carefully, and see that each provision is fully complied with, as failure to meet the conditions may debar their work. Special care should be taken to have the size of the paper correct, as one ad. on paper too long or too wide would make every set inconvenient to handle, and any such will be thrown out. Particular note should also be made of the closing date, as ads. received too late can not be accepted. Where a compositor enters two or more ads., each set of specimens should be wrapped separately and all enclosed in one package. THE INLAND PRINTER is able to reproduce only a limited number of the ads. submitted, so that those who do not participate are missing much of the benefit to be derived from a study of the various styles of display in a complete set. There will be two hundred sets of ads., and should the number of contestants be unusually large the sets will be given to the first two hundred who enter, so that the advisability of submitting specimens early is apparent.

Advertising Rate-card for a Daily.

In the September issue of THE INLAND PRINTER was published a rate-card for a daily with three thousand to five thousand circulation. The prices quoted have appeared high to some publishers, although they are not one bit higher than they should be. Conditions vary in different parts of the country, and where it is impossible to secure the rates named in the September issue, the following card may be found practicable:

	1 t.	2 t.	3 t.	1 wk.	2 wks.	1 mo.	3 mos.	6 mos.	1 yr.
1 inch	$0.45	$0.80	$1.15	$2.20	$3.80	$6.95	$ 15.50	$ 26.00	$ 43.00
2 inches	.80	1.55	2.20	3.80	6.55	11.50	26.00	43.00	70.00
3 "	1.15	2.20	3.05	5.20	8.75	15.50	35.00	58.00	93.00
4 "	1.55	2.75	3.80	6.55	11.00	19.25	43.00	70.00	115.00
5 "	1.90	3.35	4.50	7.70	12.75	22.50	50.00	82.00	130.00
6 "	2.20	3.80	5.20	8.75	14.50	26.00	58.00	93.00	150.00
8 "	2.75	4.70	6.55	11.00	18.25	32.00	70.00	115.00	190.00
10 "	3.35	5.65	7.70	12.75	21.25	38.00	82.00	130.00	215.00
10¾ "	3.50	6.00	8.10	13.50	22.25	40.00	86.00	140.00	230.00
21½ "	6.00	10.00	13.50	22.25	38.00	65.00	140.00	230.00	370.00

New Pennsylvania Daily.

The Phillipsburg (N. J.) *Daily Press* is a new evening paper devoted to the twin cities of Phillipsburg, New Jersey, and Easton, Pennsylvania. The first issue consisted of twelve seven-column pages and carried nearly fifty columns of advertising.

Well-balanced First Page.

From time to time THE INLAND PRINTER receives papers which have unusually attractive first pages, and the Rapid City (S. D.) *Daily Journal* is one of these. Two of its first pages are reproduced as they show different arrangements. That of November 22 has a double-column head in the center, while that of November 23 has two single-column heads in this location. The heads used in the second and fifth columns afford a pleasing contrast, and give all headings sufficient prominence. Lower down in the page the display heads are so placed as to balance perfectly. Not only the first page of the *Journal*, but the entire paper is deserving of commendation, particularly when it is considered that Rapid City has a population of only four thousand.


THE RAPID CITY DAILY JOURNAL.

NO. 2926 RAPID CITY, SOUTH DAKOTA, WEDNESDAY MORNING NOVEMBER 22, 1911. PRICE FIVE CENTS.

VICTIM OF TAR PARTY CALMLY TELLS JURY OF HER EXPERIENCES

Bastrop Negress Is Court Exhibit in a Negro Murder Trial

HIGH SCHOOL BOYS WILL APPEAR BEFORE EXLINE

Board of Education Declines to Quash Proceedings Against Participants in Last Friday's Lawlessness—Will Made Example, to Parents and Other Pupils

JONES PUSHES CHARGE TO LIMIT

Hetty Green Seventy-Six Years Young, Is Celebrating the Event

MANY REASONS GIVEN FOR RETAINING FORT MEADE AT STURGIS

NEEDED FOR PUBLIC PROTECTION.

CHINESE CHRISTIANS PROTECT FOREIGNERS

SUFFRAGISTS ATTEMPT TO STORM PARLIAMENT

Washington Floods Subsiding Rapidly

Carnegie, Belmont Continue Members

TOBACCO TRUST PLAN IS SHAM, SAYS LEVY

GOVERNMENT APPEALS FROM COURT FINDING

JURY FOR PATTERSON TRIAL QUICKLY CHOSEN

NEW YORK'S BANKERS HELP COTTON GROWERS

Boy Figures Has a Chance in 791,564 for Presidency


THE RAPID CITY DAILY JOURNAL.

NO. 2927 RAPID CITY, SOUTH DAKOTA, THURSDAY MORNING, NOVEMBER 23, 1911. PRICE FIVE CENTS.

COUNCIL MINISTERS WILL DETERMINE IF TROOPS ARE NEEDED

Fathers Swear Sons Life of Son Dragged By a Terrified Horse

EYE WITNESS TELLS PATTERSON'S KILLING

JONES, GARLAND FAVOR ACTION OF THE BOARD

Bishop Rowe Refuses Permission to South Dakota's Easy Field

COUNSEL IS ENGAGED TO FIGHT CHARGE OF SCHOOL BOYS RIOTING

PARENTS STAND BY CHILDREN

JURY HAS TAR PARTY UNDER CONSIDERATION

LEAD HOPES TO SLIP ONE OVER RAPID HIGH

YUAN'S ASSASSINATION ATTEMPTED IS REPORT

Strike Is Pending on Rock Island System

Rebels Preparing for Bombarding Nanking

BAYLESS OFFICIALS HELD MAN-SLAUGHTER

Public Schools Close Result Water Famine

Young Schoolma'm Lassoes, Kills Coyote

Woman Impersonating Man Charged With Bootlegging

Advertising Rate-card for a Weekly.

Here is another request for a rate-card which will be of interest to other publishers:

ST. MATTHEWS, SOUTH CAROLINA, November 23, 1911.

The Inland Printer Company, Chicago, Illinois:

GENTLEMEN,— Will you kindly furnish me with an advertising rate-card that is generally used in an office where there is a circulation of about twelve hundred papers. Your prompt reply to this request will be appreciated and will be considered as good authority.

Yours very respectfully, E. D. HYRNE.

Mr. Hyrne does not state whether he wishes a card for a weekly or a daily, but as St. Matthews is a small town he is probably interested in securing rates for a weekly. The card below is intended for a seven-column weekly of from 1,000 to 1,200 circulation:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 yr.
1 inch	$0.30	$0.55	$0.80	$ 1.00	$ 2.65	$ 4.60	$ 7.65
2 inches	.55	1.00	1.45	1.85	4.60	7.65	12.75
3 "	.80	1.45	2.00	2.50	6.15	10.25	17.00
4 "	1.00	1.85	2.50	3.10	7.65	12.75	21.00
5 "	1.25	2.20	2.95	3.70	8.95	14.75	25.00
6 "	1.45	2.50	3.40	4.30	10.25	17.00	28.00
8 "	1.85	3.10	4.30	5.30	12.75	21.00	35.00
10 "	2.20	3.70	5.05	6.25	14.75	25.00	41.00
10¾ "	2.30	3.95	5.35	6.60	15.75	26.00	43.00
21½ "	3.95	6.60	8.90	11.00	26.00	43.00	70.00

Good Reasons for Increasing Subscription Rates.

Beginning January 1 the Osage City (Kan.) *Public Opinion* increases its subscription price from $1 to $1.50 a year. Before the increase subscribers were given an opportunity to pay as many years in advance as they liked at the original price. The reasons for the increase were well presented in a full column on the first page a month in advance: In three years the price of paper has advanced from 2 cents a pound to 3.28 cents; ink from 6 cents to 10 cents; labor from $8 and $12 a week to $15; rent from $10 a month to $30. These are legitimate reasons that must be recognized as such by subscribers, and could be used to advantage by any publisher contemplating a similar step.

Successful Subscription Contest.

Nearly one thousand new subscribers were added to the subscription-list of the Washington (N. J.) *Star*, a $1.50 weekly, and one of the model papers of its kind in the State, in a popularity contest which just closed. Fifty-six young

ladies participated. The total receipts were approximately $5,300, despite the fact that Washington is a town of but 3,800 population. Of the number of payments, about 2,700, made during the contest, ninety per cent of them were for a single year. The results bear out the affirmative of the argument, now discussed pro and con: "Do contests pay?" J. Frank Dreher, of Stroudsburg, Pennsylvania, formerly editor of the Stroudsburg *Daily Times*, was the manager in charge.


THE CABLENEWS-AMERICAN
LEADING DAILY OF THE PHILIPPINES
YEARLY REVIEW NUMBER
ENTERED AT THE MANILA POST-OFFICE AS SECOND-CLASS MATTER
TWELFTH YEAR No 278 MANILA, P. I., MONDAY, AUGUST 28, 1911 50 CENTS

Yearly Review Number of a Manila Paper.

J. A. Howler, business manager of the *Cablenews-American*, Manila, has sent THE INLAND PRINTER a copy of that paper's "Yearly Review Number," an issue of 132 pages and cover, 12 by 16 inches. The title-page is shown herewith. The *Cablenews-American* is the leading daily of the Philippines and usually consists of fourteen seven-column pages, of much the same appearance as papers in the States. This special number was nicely illustrated and was creditable in every way. Mr. Howler, in sending these copies of his paper, writes: "These publications were gotten out entirely with Filipino labor. We would call your attention to some of the difficulties encountered in building a paper with these people who have only recently taken up the English language. Our linotype men, while they are rapidly gaining a knowledge of English, depend almost entirely on following copy verbatim. These boys have made progress in the last year in composition, and we believe that it would be interesting to your readers to know of their work."

Circulation of 4,000 in a Town of 4,281.

U. G. Baker, editor of the Towanda (Pa.) *Daily Review*, asks: "Will THE INLAND PRINTER please give us the name of a paper, published in a town of less than five thousand population, that has as great or greater circulation than the *Review?*" The *Review* has reached a circulation of over four thousand every week-day morning, practically all paid in advance, as there are no street sales and every paper goes into a home. Towanda has a population, according to the census of 1910, of 4,281. Publishers who can beat this record please write.

"The Story of Thirty Years."

The Independence (Kan.) *Daily Reporter* was thirty years old recently, and to celebrate the occasion printed a very handsome booklet under the above title. The pages were about 8 by 5 inches, each surrounded by a neat rule border, the borders printed in varying tints, and the whole being enclosed in a red cover and tied with a heavy red cord. There was no advertising.

Good Ad. Display.

After examining package after package of ads. sent for criticism I am impressed with the marked improvement over the general run of ads. that have been submitted during the past two or three years. Many compositors have been sending specimens of their work from time to time for a longer period than that, and there is very little comparison between their first ads. and those which they are sending now. These compositors realize the improvement in their work, and they are kind enough to give THE INLAND PRINTER credit for the improvement, but the greatest credit is due to their own study, and if THE INLAND PRINTER has been the means of arousing an interest in the minds of these printers and a determination to advance, it feels that it has accomplished a good work. The ad.-setting contests, which have been conducted in this department for the past fourteen years, have undoubtedly aided the compositors, as they assert, as they show a multitude of good ways to handle the same copy, and the fact that the printers themselves have been required to act as judges has been the means of making them study the ads. with the most extreme care to determine which ads. are the best. If a compositor realizes, when he sees the ads., that his own is inferior and that he will not win the coveted honor of having his ad. announced as among the leaders, it is nearly as great an honor to show by the selections he makes that he recognizes the best work. Many times a compositor whose ad. may not be even mentioned in the honor list will select the very ads. which are eventually published at the head of the list. Such a compositor has learned much about good ad.-display, and in the next contest his work will show great improvement, and may even head the list. In sending ads. for criticism it would aid us very much if compositors would always mail them flat. Where the ads. are too large they may be folded, but when they are rolled it is absolutely impossible to make them lie flat in order to make comparisons and give intelligent criticism. H. A. Miller, with the *Malheur Enterprise*, Vale, Oregon, sends a lot of real good ads., one of which is reproduced (No. 1). Mr. Miller's greatest fault is the use of too many panels, and the one shown herewith is no exception. Here are eight main panels enclosed in the one border, which itself constitutes a panel, and then there are five smaller panels within the main panels. Too many panels is like too much display: instead of contrast, which is, of course, most desirable, it tends to sameness. Clay P. Wright, of Park Rapids, Minnesota, has the right idea of display. In the one ad. of his reproduced (No. 2) he brings out strongly the articles advertised and the prices. It might be mentioned in passing that it is rather unusual for a "Pure Food Store" to advertise blankets and hosiery. Another Park Rapids compositor — Keith Rogers, employed on the *Enterprise* — sends some very good ads. Those less ornamental are the best, and one of the latter is shown herewith (No. 3). White space, judiciously used, is more



Men's Nobby Hats

This is an item in Fall Goods in which we are particularly strong—our line of Men's Hats is simply unsurpassed

The Man's Quality Store

We show you a hat nobby, stylish and up to date in every conceivable shape and color, suitable to any face or shape of body. Come in and see 'em.

Men's Hats $1.50 to $6.50
Stetson Hats $4.00 to $5.00
Boys' Hats 50c to $2.00

Plato's

Established 1879

Walk-Over Shoes
Dutchess Pants



No. 5.

AGENTS FOR McCALL'S PATTERNS — RUBEN'S VESTS — HENDERSON AND ROYAL WORCESTER CORSETS



Get Your New Fall SUIT OR COAT
Tailor Made

We're taking orders every day, every one a satisfied customer. Over 500 samples to chose from We make it to your measure, way you want it. Come in and leave your order today

Suits and Coats
$15 to $30

New Waists

Pretty Silk ones to wear with your new fall suit
$2.50 to $5.00
Plain tailored Linen and Madras
75c to $2.00

Blankets, Robes, Comforts

Provide for your winter needs now. Fine sanitary wool blankets and soft warm comforters. Priced at a great saving to you.

Cotton Blankets 75c-$2 Wool Blankets $3-$12
Comforters from $1.25 to $6.00



Tread Easy Shoes
Our Own Special

Extra soft vici kid. Hand turned flexible sole, stylish heels, soft tip, soft counter, low rubber heel, extra large and roomy if you're troubled with tender feet put on a pair of these.

at $3.00 per pair

THE BIG STORE
EVERYTHING UNDER THE SUN

BIG BUSY
Dry Goods Department

There are so many interested in buying winter merchandise nowadays that this department is always busy. There must be a reason. There is a reason. Our immense patronage has been built upon a secure foundation of square dealing, good merchandise and lower prices. Our buyer is one of long experience who knows what and where to buy. If you are not now one of our customers, join the crowd. *Get the Habit of Coming Here*

Notion Stock
Always complete. Here you'll always find the Little things you want. Our buyer watches this department close We do not hesitate to say that in our notion department you'll always find what you want

Pretty Neckwear
Dainty jabots, rabats, stocks, manufacturers' sample line, big assortment.
25c, 50c, 75c

Hand Painted China
See window display. Rarities and German china
50c to $5.00



Munsing Underwear
Union suits and separate garments, full weights and medium. All sizes. Guaranteed what comfort and good fitting garments are until you get a Munsing wear
Ladies suits $1 to $5
Ch'dren 40c to $1.75

GLOVES
Kid gloves, a new pair free if they rip, 4 colors $1.5
Wool golf gloves 35c to 75c

New Dress Ginghams
12 1-2c per yd
The best that American mills can produce, worth every cent of 15c. 1000 to chose from

2500 Yards Outing Flannel
Bought right. Priced right Big assortment of colors, light and dark

10c, 12 1-2c, 15c

Cut Glass
See the pretty window display
50c to $12 per piece

VALE TRADING CO.
VALE *Send your mail orders to us we want them* OREGON

Bargain Counter Remnants



New ones every day. Many a good bargain to be found here These remnants come from our regular stock and the quality is always good. In length from 1-2 yard to 10 yards
Be sure and look them over

Sweaters, Sweater Coats Knit Mufflers, Aviation Caps

Nothing quite so comfortable during cold weather as a sweater

Ladies' Sweaters $2 to $5
Misses' Sweaters $1.25 to $5
Children's Sweaters $1 to $2
Aviation Caps from $1.00 to $2.00
Knit Mufflers 35c to 75c

Dress Skirts

They are the newest, latest arrivals



Both fall and winter materials, serges, cheviots, broad cloth, mohair mixtures, worsted and tweeds

$5 to $10

No. 1.

BLANKETS

If you haven't examined a wool finished blanket, come in and see ours They are the nicest and best 10-4 basket made. We have them in tan and gray, with prices at

50c. 75c. $1.00. $1.25 $1.50. $2.00

A HEAVY WOOL FINISHED COMFORTABLE

50c

HOSIERY

Remember we have the wool hose for boys and girls that are just like home made ones 50c & 60c
Extra good wool hose 35c
Ladies wool hose, fine ribbed 50c
Ladies fine cashmere hose 50c
Others at 25, 35 & 40c

Don't fail to see our line of hosiery, we know it will please you.

We are here to please and guarantee satisfaction.

PURE FOOD STORE.

No. 2.



OVERCOATS

WE have the largest and finest line of overcoats now on display that we have ever shown We have men's young men's, boys and little chaps overcoats in all styles colors and weaves. We can fit all our free and we want to see it to you.

Our Showing includes the most beautiful patterns and styles that can be seen anywhere in the country. Our GOODS are the BEST, our PRICES are RIGHT Come in and examine our Line before you buy

BEN GLANTZ
The Leading Clothier
Sincerity Clothes

Sincerity Clothes

No. 3.

SPECIAL SALE ON
Napkin Rings
Saturday, One Day Only
75c

Now here's something that will do to put your finish to. A lot of solid silver napkin rings—some quite plain in design some beautifully ornamented some handsomely engraved. This is the best bargain harvest that we have ever offered you and no thrifty housekeeper can afford to pass it by. You should see the display of these napkin rings in our show window. At the very low price we have put on them, we do not expect them to last long and it will be for you to keep the "early bird in mind Saturday morning if you expect to profit by this sale. Remember that these napkin rings are sterling silver solid and therefore durable

There is nothing more appropriate for your table than pretty napkin rings and we have six different patterns, any one of which will be sure to please you

Next to gold, silver is the most sought after metal. Many call it the most beautiful metal in the world a thing of beauty and joy forever. Come in and inspect these goods. The Ricker guarantee goes with them. Remember—Saturday—one day only

Ricker & Son
Jewelers and Optometrists

No. 4.

Brentwood Lumber Company
BRENTWOOD, CALIFORNIA

NOW OPEN FOR BUSINESS!

All Kinds of Building Material

BUILDERS' HARDWARE, LIME, CEMENT.

YOUR BUSINESS SOLICITED

Prompt Shipments by Rail or Water
STOCK GUARANTEED

F. E. SLUTMAN
Manager

No. 6.

For To-Morrow, The Joseph Horne Co. of Pittsburgh, are Pleased to Announce a

Sale of Fine Dress Satins and Silks

8,000 Yards of Those Fabrics Most Desired For Fall and Winter Dresses, Costumes and Wraps. They will be Sold at, or Close to

1-2 and 1-3 off the Acknowledged Usual Retail Selling Prices

$3.00 Quality Imperial Satin Comtesse

A 42-inch fabric of soft satin face with fine wool back. Sixteen of the season's favorite shades, including navy, Copenhagen, purple, red, emerald, green, brown, tan, King's blue, plum, ivory and black.

$1.50 a yard

$1.50 Quality Soft Dress Satins

A 36-inch fabric desirable principally for finer gowns. The colors are ruby, prune, emerald, Parrot green, King's blue, Copenhagen, navy, tan, caster, heliotrope, shell pink, gray, lavender, gold, nile, light blue, ivory and black.

$1.00 a yard

85c Quality Dress Silk Poplins

This is a lovely 26-inch fabric so desirable for a great many dress and suit purposes. It is a silk of brilliancy and style, of distinctiveness and decided merit. It is shown in only two colors, but these are most desirable navy and black.

The special price for this silk sale, is

50c a yard

$1 Quality Fancy Messaline and Taffeta Silks

20 to 36 inches wide. Fifteen newest designs, in which are stripes, dots and scrolls. Printed in multicolorings, in which are included the favored chalk-line stripes. These silks are of the soft type, not the brittle sort of silk. Tomorrow's special price,

75c a yard

JOSEPH HORNE CO.
Pittsburgh, Pa.

No. 7.

to be desired than crowding the ad. with display, and thus often making an illustration appear insignificant. Elmer E. Lore, of the Emporia (Kan.) *Gazette,* sets some striking ads. No. 4 is an example. This ad. was three columns wide and had two picas of white all around outside the border. Where only one item is advertised it is an excellent plan to bring out the price prominently, as Mr. Lore did in this instance. In a package of ads. submitted by Alfred Steinman, of the Modesto (Cal.) *Herald,* whose work has on several occasions received favorable comment in this department, is included the long single-column ad. reproduced (No. 5). Mr. Steinman says that the advertiser uses fifteen inches, and leaves it to the compositor's judgment whether his copy shall be set one, two, three or four columns wide. He asks if this ad. could have been displayed to better advantage in a differently shaped space. A very attractive ad. could have been made out of this copy in either two or three columns, but it would have been more ordinary and no improvement over the arrangement shown. The prices should have been given a little more prominence. A most interesting piece of rulework is submitted by the Byron (Cal.) *Times* in the ad. of the Brentwood Lumber Company (No. 6). This represents a rear view of a load of lumber. If held a few feet from you, the wheels, hubs and axles are plainly seen, while around the entire load is stretched a chain, although the latter is hardly heavy enough to be realistic. The wording of the ad. is supposed to be a sign nailed to the rear of the load. While complicated rulework has almost entirely disappeared from good ad.-display, this is so unusual as to deserve favorable mention. Another most unusual ad., but from a different standpoint, comes from the Warren (Ark.) *Democrat-News.* It covers four six-column pages in one continuous ad., with no opportunity to use a cross-bar chase. There were four rules in the ad. clear across the two pages, and the publishers state, in order to keep the form from springing, full-length reglets were used beside these and the form locked from all four sides, and it did not bow in the middle any more than a single-page ad. Unfortunately the ad. is too large to reproduce, as it was tastefully displayed. Another large ad., covering two pages, comes from the Dassel (Minn.) *Anchor.* It deserves commendation rather than criticism, as it is well displayed and nicely balanced. Ad. No. 7 was submitted by Edwin H. Stuart, of Pittsburgh, Pennsylvania, for the purpose of demonstrating rapid composition. This was handled by Mr. Stuart, with the assistance of four men, in forty minutes, the total time being two hours and forty minutes. He asks, "Could machine composition have saved any on the panels, and is there a machine face that would have looked as well as the fourteen-point Chel-tenham wide?" This would be a good question to discuss; what do the readers of THE INLAND PRINTER think about Mr. Stuart's question? William Knutzen, Chicago, whose very neat and attractive ads. have been reproduced in the past, sends a large number of very striking newspaper


THE LIVERMORE HERALD

AFTERMATH OF POULTRY SHOW

Local Poultry Men Make Very Creditable Showing

NEAR TRAGEDY RESULTS FROM BURNING OF FARM BUILDINGS

Woman Shoots Discharged Employee Who Takes This Form of Revenge

REBEKAHS PRESENT CHOICE PROGRAM

Initial Entertainment Proves Credit to the Lodge.

SOLANO NO LONGER LARGEST TRAIN FERRY

MANAGERS PLAN FOR BASEBALL LEAGUE

TOWN BOARD IS PREPARING TO RECRAVEL PRINCIPAL STREETS

headings, three of which are shown. Mr. Knutzen's work always shows much thought, and he has the faculty of working many good ideas into a very small space.

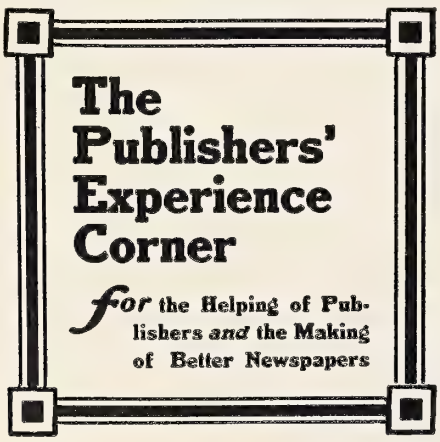
Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Livermore (Cal.) *Herald.*— There is very little about the *Herald* to criticize, as it is evident that great care is taken with all mechanical details. The first page of your issue of November 18 is reproduced, as it shows the best arrangement. It is a good plan, as you suggest, to change the arrangement occasionally, but it is difficult to find one that afforded better contrast than that reproduced. On page 4 of this issue you have two pen-drawn headings side by side, which is not advisable.

Asotin County Sentinel, Asotin, Washington.— More prominent headings should be used on some of the longer items, on the first page particularly, and I would omit the dash underneath the line. Your paper is nicely printed and shows commendable care throughout.

Caldwell (N. J.) *Progress.*— You are publishing a most creditable paper. The use of a two-point rule around practically all of the ads. gives them a very neat appearance, and the display shows careful work. The excellent presswork further enhances a most attractive paper.





Newspaper headings by W. Knutzen, Chicago.

Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Photoengraving Trade Terms.

In the report of the Third Cost Conference of Central and Western Photoengravers, recorded in the December INLAND PRINTER, page 427, will be found some definitions of trade terms recommended in the hope of standardizing them. This is a most excellent idea, but before their adoption the following amendments are suggested:

The terms and definitions are numbered, and will be referred to by their numbers as follows:

1. Use "square half-tone," instead of "half-tone, square plate."

2. "Outlined half-tone," instead of "half-tone, outlined."

3. "Vignetted half-tone," instead of "half-tone, vignetted."

4. Use "Outlined and vignetted half-tone."

8. "News-tone" should be changed to "coarse half-tone." "Quarter-tone" is meaningless.

14-15. Leave out the word "process." Call them "three-color" and "four-color plates."

16. Might be simply "combination plates."

17. "Color combination plates."

18. Substitute "tint plates" for "Ben Day plates," for the reason that the Norwich film and other methods produce similar results. Then the words "To produce colors or a combination of colors" should be omitted, for the reason that tints are frequently used on black plates.

19. "Deep etching" is not "usually caused by the use of dense-black lines."

20. "Positive etching" is absolutely wrong. It should be "negative etching." In our business "negative" means the showing of black or white in the exact reverse, and that is what a "negative etching" does.

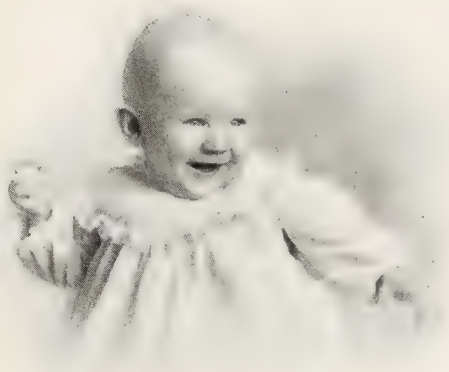
These are a few of the corrections that might be made in both the terms and their definitions to simplify them and bring them somewhat nearer accuracy.

New Method of Preparing Zinc for Enamel.

J. D. F., Baltimore, who is having so much trouble in getting enamel to stick to zinc, might try the method recommended by L. Vaucamp in our French contemporary, *Le Procedé*. After cleaning the oxid from the zinc surface as usual, Vaucamp flows the surface of the plate with clean water that has been slightly acidified with sulphuric acid. When water will flow without the surface appearing greasy, then the zinc plate is laid in a saturated solution of bichromate of ammonia to which has been added one drop of sulphuric acid for every ounce of solution. In about a minute a coating of chromate of zinc is formed on the surface of the plate, which protects the surface from oxidization. The zinc plate can be rinsed, whirled dry, and stored away for future use, or it can be flowed with enamel immediately and the sensitive coating dried as usual. M. Vaucamp claims for zinc plates treated in this manner that they hold the enamel better during etching than zinc polished in the ordinary way. One thing is certain, that much of the trouble with enamel leaving zinc is due to the oxidization of the surface of the zinc either before flowing with enamel or from the enamel being slightly acid.

"Horgan Stops" for Newspaper Half-tones.

J. W. Rogers, Chicago, writes: "I have been using lens stops, shaped like those I found in Amstutz' 'Handbook of Photoengraving,' page 150, and called 'Horgan stops.' A friend, who has more experience at engraving than myself, tells me that round stops are better to show detail. Is that so?"



A HAPPY NEW YEAR.

Alan W. Richardson, five-year-old son of E. W. Richardson, Secretary-Treasurer, Laurance Press Company, Cedar Rapids, Iowa.

Answer.— Your friend is right. The writer devised these stops, that bear his name, for making newspaper half-tones only, and this in 1897, when he was pioneering half-tones on the daily newspaper. News of his success with them was carried across the Atlantic, and the diaphragms were patented over there and recommended for all kinds of work when they were only intended to make contrasty negatives for newspaper half-tones. When one has a piece of flat copy that seems impossible to make printable engravings from, then the "Horgan stops" will prove valuable. One thing that should be said is that the loss of detail in half-tone negative-making is due chiefly to the apertures in the diaphragms used for exposing the high lights being too large, and not so much to the special shape of the aperture.

Diaphragm apertures too large destroy detail in half-tones, particularly at the corners of the plates. To preserve detail in half-tone negatives the rule should be not to use a stop having a larger aperture than would be used were the subject to be copied without a half-tone screen.

Photographing without a Camera.

J. A. T., New York, puts the following query to this department: "William J. Burns, the detective, is quoted as saying that after he had arrested and lodged in jail Taylor and Bedell, the counterfeiters, another very good counterfeit bill appeared which he decided upon examination could only be made by these two prisoners in their cells. He did not consider any other possibility. Eventually he found that the aged mother of one of the men had brought the materials needed by them to prison on her visiting day. In some manner they had photographed the fifty-dollar bill without a camera. In their cell at night, crouched under a blanket, and working by the light of a candle, they had engraved that plate. Now I would like to know if it were possible for them to photograph on a plate without a camera?"

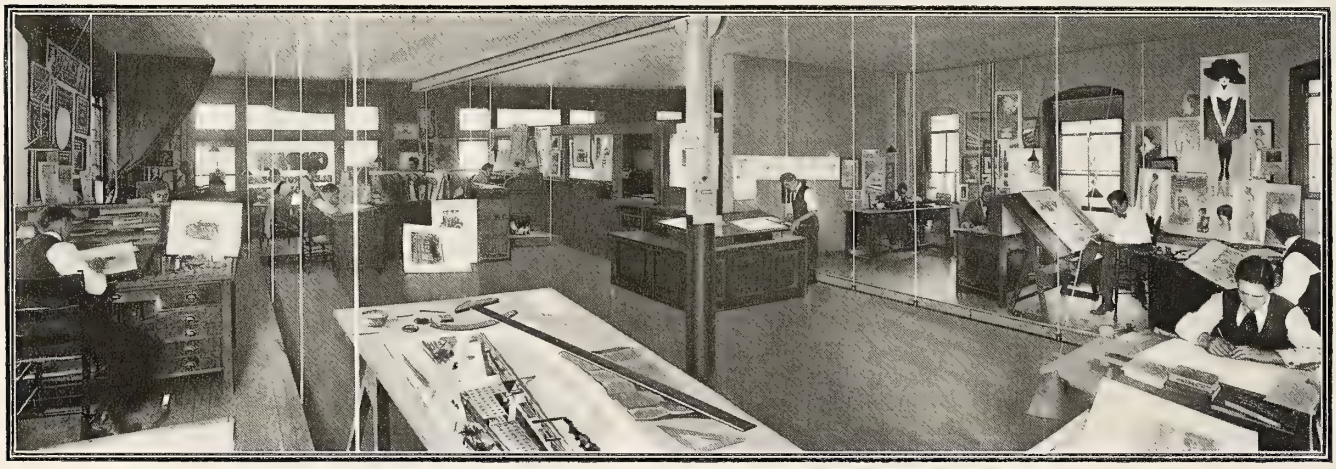
Answer.— This is a case where Burns was fooled. It is a safe bet that the photographing was never done in prison. If the mother brought them in a plate, the photographing was already done on it; they merely etched it in prison. What is meant by photographing without a camera is sensitizing a metal plate and getting an image on it by the action of light. This is done daily in every photoengraving plant.

Western Engravers' Cost System.

At the second conference of the Central and Western Photoengravers held in Chicago, February 17 and 18, 1911, a permanent Cost Committee was appointed "to thoroughly investigate cost findings by engravers who have cost systems installed, and to make recommendations as to cost systems and prices that will enable us to adopt a uniform cost-finding method. That a fund be created to give publicity to the committee's findings, and that the latter be distributed to every engraver in the country." Chairman E. W. Houser appointed the following as members of this Cost Committee: L. F. Eaton, Detroit, chairman; J. C. Buckbee, Minneapolis; Willis J. Wells, Chicago; Fred W. Gage, Battle Creek; Louis Flader, Chicago. Their report is the most valuable contribution yet made to the improvement of the photoengraving business of this country. It comprises, besides the report proper, a complete set of forms for determining the cost of production in any photoengraving plant and a manual of instructions telling in detail how to use the forms; also an attempt at standardizing some of our trade terms. And with an altruistic generosity rarely found in business they offer the results of their work to every engraver in the country that asks for it. The best advice that can be given to any reader who has not already received this report is to write to Louis Flader, Barnes-Crosby Company, 226 West Madison street, Chicago, and get a copy.

Method of Overcoming Vibration in Engraving Plants.

No doubt every engraving establishment or any concern employing a number of artists have received complaints from their artists in regard to the excessive vibration of their floor, due to the operation of heavy machinery either below them or on the same floor which they occupy.



ARTISTS' DEPARTMENT, PENINSULAR ENGRAVING COMPANY, TOLEDO, OHIO.

Showing method devised to overcome vibration.

It may be of interest to those who have suffered this nuisance to know how that trouble was remedied in the art department of the Peninsula Engraving Company, of Toledo.

In years past this same difficulty was experienced in the engraving department and some ingenious person got around the trouble by suspending the cameras from the ceiling above, thereby avoiding any direct floor vibration and improving the quality of their negatives to a large degree.

In the same manner this old principle was applied to this art department. The artists were installed upon a platform eight feet wide, suspended by one-half-inch iron rods from above and extending on around the room near the windows where the artists carried on their work. This suggestion is offered in the hope that some one may receive the same benefit by its use that the Peninsula did. The accompanying engraving will give a fair idea of how this was accomplished, but a personal interview with any one of the artists will bring out the story of the immense relief furnished by the simple device adopted.

Cleaning Scum from Copper Before Etching.

A writer in *Process Work* has just secured an Axel Holmstrom etching machine, and asks the best way to remove the scum as a preliminary to machine etching. Here are some of the solutions recommended:

Take a 20-ounce bottle, put in 4 ounces of salt and 10 ounces of vinegar. Then fill up with water. Thoroughly brush over the plate until every part is bright.

A stronger solution for use in opening obstinate shadows is: Bichromate of potash 2 ounces, water 20 ounces, sulphuric acid 4 ounces. Dissolve the potash in a stone jug, as the addition of the sulphuric acid raises the temperature of the water so high that it might break a glass vessel.

A strong solution of chromic acid applied with an etching brush is another remedy, but it is a dangerous one, as



CHICKS!

anything that will attack the thin, scummy film between the dots will also attack the dots.

Another finds the best bath for this purpose: Hydrochloric acid 4 ounces, chromic acid 35 grains, water 20 ounces. Rub on the plate with cotton wool to develop out the scum; then dip the cotton wool in some old iron and give another rub over.

Weak cyanide of potassium solution is also recommended, though care must be taken in using it, however. Other clearing solutions are: Chromic acid 1 part, water 8 parts, sulphuric acid 1 part. One in common use is: Hydrochloric acid 2 ounces, salt 4 ounces, and 20 ounces of water.

Some etchers give the plate a short bite in the machine, and if some parts show a covering of scum use a clearing solution only on those parts.

AN EXCLUSIVE CHURCH.

An old darkey wanted to join a fashionable city church, and the minister, knowing that it was hardly the thing to do, and not wanting to hurt his feelings, told him to go home and pray over it. In a few days the darkey came back.

"Well, what do you think of it by this time?" the preacher asked.

"Well, sah," replied the colored man, "Ah prayed and prayed an' the good Lawd he says to me, 'Rastus, Ah wouldn't bother mah haid about dat no mo'. Ah been tryin' to get into dat church mahse'f fo' de las' twenty years, an' Ah done had no luck.'" — *Ex.*

ALL work is drudgery to the printer who is not in love with his task.— *Ben Franklin Monthly.*

"B. L. T." PICKUPS.

WE CAN SLEEP WITHOUT ASSISTANCE, CAN'T YOU?

Sleeping Partner—Lady or gentleman; lucrative, genuine; £250 to £500; full particulars at interview; good references given and required.—*London Morning Post.*

LIFE'S LITTLE COMPLEXITIES.

For Sale — Hogs that can soon be fitted for family use. See J. J. Tracy, Central add.— *Ottumwa Courier.*

WORTH SEEING.

Wright, who was injured in a football game, went to Hamilton Tuesday to see the Cincinnati Symphony orchestra on crutches.— *Oxford Herald.*

LIFE'S LITTLE INDULGENCES.

Dr. H. F. Ohswaldt of Oconto Falls arrived in the village on Wednesday of last week and has decided to locate here and indulge in the practice of medicine and surgery.— *Prairie Farm (Wis.) Breeze.*

THE KID SEEMS TO LIKE IT HERE.

She had just returned from a case in which she had assisted in ushering a baby into the world for the hundredth time.— *Kendall County Record.*

COLLOQUIAL FOR GOT A JOB.

"Cap" Hills has accepted a position in the livery barn. — *Winside (Neb.) Gazette.*

AN IOWA POSSIBILITY.

The bottom price [for turkeys] quoted now by retail dealers is twenty-two and one-half cents per pound and it is thought that the change, should there be any, may be either lower or higher.— *Ottumwa Courier.*

KEEP HIM POSTED.

When you have a new address, position, wife, or child, notify the editor.—*Alumni Quarterly, U. of I.*

HOW PEOPLE DO TALK!

It is rumored that one of our popular grocery clerks is soon to take to himself a wife. He denies the rumor, but things look suspicious.— *Cuyahoga Falls (Ohio) Reporter.*

INTERESTED? WE ARE FEVERISH.

All persons interested in the beautiful are invited to call at Miss Wyman's studio at the east entrance of the central building, the right-hand door. Those who wish to make an appointment to meet her can call her on phone number 191. — *Wheaton Illinoian.*

ADD QUEER OCCUPATIONS.

Wanted — 15 Girls or women to pin chickens under a woman superintendent in private room. Good wages.— *Denison (Iowa) Review.*

THE INSPIRED COMPOSITOR.

He attracted, like the magnate does the steel, legions of devoted friends.— *East Dubuque Register.*

THE DAYS OF REAL SPORT.

Misses Jennie B. Montgomery and Maud Peterson visited with Barefoot friends yesterday.— *Galesburg Republican-Register.*

ABOUT TIME FOR THE ADDITION.

The Normal school band uniforms will consist in a cap and coat at first, with the probable addition of trousers at a later date.— *Kalamazoo Gazette.*

— *Line-o'-Type or Two, Chicago Tribune.*



VISTA OF FLORENCE, FROM THE HEIGHTS OF FIESOLE.

"A monastery crowns a hazy height,
Luxuriant creepers cover half the stones;
Above the creamy walls, in amber light,
The cypress rears its trim, sharp pointed cones.

"Far off, in deepest, softest, dimmest blue,
The faint, faint mountains melt in mellow skies,
As dreamy sweet as one whose soul is true
When saying that she loves me with her eyes."

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Transparent Paper for Overlaying.

(1057) To render French folio and tissue transparent, coat one side with a mixture of castor-oil and benzin. Rub the paper with a piece of soft cloth or a pad of cotton saturated with this mixture. Castor-oil heated and used alone will answer the same purpose.

Heat to Eliminate Offset.

(1053) "Would like you to forward us information regarding a gas-heating arrangement attachable to a cylinder press to eliminate offset. Send cut of the apparatus and all particulars, if possible."

Answer.—A descriptive circular showing an outline cut of a sectional view of the apparatus has been forwarded. This apparatus may be readily attached to front-delivery presses without disturbing the arrangement of any of the parts. It is connected to a gas-pipe and has a Bunsen burner. The heat produced tends to accelerate the drying of printed matter, and for ordinary half-tone work it eliminates slip-sheeting. The apparatus is made by the Kay-Kay Dispeller Company, 1322 Wabash avenue, Chicago.

Interesting Christmas Numbers.

(1054) Each year from New Zealand come two Christmas numbers which are noted for their pictorial displays. The *Weekly Press*, Christchurch, sends a forty-eight page magazine, 12½ by 18½ inches, printed on enameled stock, with an antique cover printed in three colors and gold. Many of the illustrations are printed in two colors, depicting scenery to be found nowhere but in New Zealand. The *Weekly News*, Aukland, has sixty-four pages of illustration and advertisements. A cover done in colors shows one of the strange birds found only in the Southland. The half-tone illustrations are in brown ink and are well printed. Some of the full-page half-tones are softened by a light-blue tint. From a pictorial point of view, these magazines are always interesting, and, as a rule, they are good specimens of presswork.

Presswork of Unusual Merit.

(1055) A packet of specimens has been received from Charles Clayton, superintendent of the Wallace Press, Chicago. These specimens embrace a large variety of work, many being printed in three and four colors. The specimens of wet color-printing from a Miehle press, having a two-color attachment, are well executed. They show excellent register, and where the colors lap, the blending of the inks is natural and harmonious. The half-tone work in the railroad folders is equal to any similar work we have examined. Mr. Clayton is an experienced pressman from Australia. On taking work in Chicago he found that the prevailing methods of make-ready are materially different from the way he learned and practiced in Australia. However, as the fundamental principles did not differ materially, he soon adapted himself to the American method of marking out and the preparation of make-ready sheets. The appearance of the samples attests the skill he has attained. This is cited as an example of how pressmen, when progressive, are alert in the adoption of new and better methods for producing work. Do not remain in a rut. Experiment, test out, examine new methods — try to improve the old way of doing things. This will make work a pleasure, besides having an elevating influence on the craft.

Books for Cylinder Pressmen.

(1059) "Please inform me as to the best book for a beginner on a cylinder press. I would like a book that will give full description of how to make ready, set guides, arrange the packing, and set the fountain for the correct color; also any other details I should know."

Answer.— We trust the beginner is working in a shop under the direction of a careful and considerate pressman; then the value of the books to which we refer will be enhanced. With the books alone as a guide for the beginner, he is likely to go astray for the lack of a practical demonstration. The best books on the subject for novice or journeyman are the following: "The American Manual of Presswork," 164 pages, 8½ by 12½ inches, cloth ($4 postpaid); "Modern Presswork," 138 pages, cloth ($2 postpaid). For sale by The Inland Printer Company.

Tympan for Hot Embossing.

(1043) "I would like to know what is generally used as a tympan when doing hot embossing. I use the board from the bindery, attached to the platen by glue, and a top sheet over it, and placed under the bales to hold it. Is there a better way?"

Answer.—A full description of the means and methods for various kinds of embossing is given in "A Practical Guide to Embossing and Die Stamping." Seventy-eight pages — boards — price, $1.50. For sale by The Inland Printer Company. The chapter on how to make a strawboard counter is thus described in the Guide: "Take one sheet of strawboard, of medium weight, glue it thoroughly on both sides, and stick it on to the platen. Then take another and paste it on both sides, and put that on top of the first; then a sheet of white paper, pasted on one side, and laid over that and rubbed down well with the hand. Put impression enough on this so as to get a fairly good impression of the die. Then cut out carefully, pull a few impressions, so that the work will show firm and even. The form is now ready for the composition counter. The following will be found satisfactory: Take sufficient pulverized glue, dissolve some of it in a glue-pot, heat it up, and get it thoroughly melted and thick enough so that as it drops from a stick it will string a little. Keep it hot, and

stir in calcimine until the mixture when applied with a brush to a sheet of paper is about the consistency of a stiff paste. Give the counter a thin coat of this; put a piece of onion-skin bond over it, oil the die slightly, and pull it. Keep the die clean and the surface free from glue, and in a few minutes a strong, sharp counter will be obtained."

The Value of Hard Packing.

(1058) The Christian Science Publishing Society, Boston, Massachusetts, submits a forty-eight page quarterly magazine, of which a large number are printed periodically. The presswork is excellent throughout, showing care in the make-ready. The color is uniform, and, although printed from electros, the printing is sharp and flawless. The accompanying letter reads: "The enclosed is a copy of our quarterly, upon which we desire your criticism and recommendation if needed. The job was run on a four-roller cylinder press with automatic feeder. The make-ready is as follows: Hard packing, consisting of a press-board covered with a draw-sheet of medium-weight manila; two hangers of medium-weight M. F. stock; two overlays, made on M. F. stock. All of these are held in place by a manila top-sheet. The make-ready on M. F. stock was guided by impressions pulled on the quarterly stock. The plates are cast from type, with the exception of the inside cover, which is cast from linotype slugs."

Answer.— Owing to the excellence of the work, no recommendations are offered. However, to pressmen who are unacquainted with the value of hard tympans for long runs, attention is called to the make-up of the tympan. It will be noted that there are but a few sheets, and, with the make-ready, there is very little to yield, so that a long run can be completed with but little wear on the plates.

Electricity in Basement Pressroom.

(1056) "We are operating a news press and a folder fed separately in a basement pressroom. In this season, after the sheets are delivered from the press, there is so much electricity in them that it is almost impossible to feed them through the folder. What is the cause of the electricity — heat, cold, dryness or dampness of the pressroom? Is there a satisfactory method for remedying this disturbance? We have tried glycerin on the packing, but without results. We had in mind a device advertised in THE INLAND PRINTER that was attached to the wall and wired in some way to the fly-sticks. Any information will be appreciated."

Answer.—We suggest that you try the following method of overcoming the difficulty: (1) When the news-stock arrives from the mills, open the bundles and stack the paper in piles near a stove, steam radiator or other source of heat, so that the stock may become heated to the normal temperature of the pressroom. (2) Several hours before the run is started, place the number of sheets required on top of a steam radiator or hang the stock over the backs of chairs close to the stove; in other words, heat the stock so that no tendency toward electricity is possible. This is the only home remedy we know of that can be applied conveniently. In connection with this remedy, the temperature of the room should be maintained as near to 80° F. as is convenient. The cylinder packing should be thoroughly oil-soaked. If the stock is properly heated, no glycerin will be needed. The attachment you refer to is the Chapman Electric Neutralizer. This device effectually overcomes electricity in stock and enables the handling of paper in dry, frosty weather. It is connected to the press and effects the discharge of static electricity. Another means is by the use of direct heat in an apparatus which is so attached to the press that the printed sheet in delivering to the fly passes over a source of heat which, in warming the sheets, tends to prevent the accumulation of electricity by friction. This attachment is used on front-delivery presses only. It is called the Kay-Kay Dispeller. Another device, called the Thompson Static Neutralizer, has recently been placed on a number of high-speed presses in Chicago. This apparatus is quite simple in construction, and it effectually discharges electricity from the stock. The Chapman Electric Neutralizer is manufactured by the United Printing Machinery Company, Boston, Massachusetts; the Kay-Kay Dispeller Company, Chicago, makes an apparatus to dispel electricity by heat, and the Thompson Static Neutralizer is manufactured by John S. Thompson, 624 South Sherman street, Chicago.

The Making of Printers' Rollers.

(1051) "Will you kindly publish a formula for making printers' rollers? I wish to know what the ingredients are and how to mix them."

Answer.— We always advise printers who contemplate making their own rollers to depend upon the knowledge of the rollermaker rather than to experiment himself; for, to the average printer, the making of rollers is more or less of a hazard. With the same formula, it is difficult to obtain composition of the same density twice in succession. However, we give the following description of how old-fashioned roller composition may be made: Take ten pounds of the best dark glue, nine quarts of sorghum or N. O. molasses, one pint of crude glycerin, and two ounces of Venice turpentine. Soak the glue in water for about twenty minutes, drain off the water and allow the glue to stand for about fifteen minutes. Place the glue in a double boiler and allow it to melt. The glue should not be boiled, as its elasticity is thus impaired. Heat the molasses for a short time and add it to the glue, and stir thoroughly with a paddle. You may reduce the temperature a trifle and allow it to stand for about half an hour; then add the glycerin and the Venice turpentine. Stir vigorously for a short time; then turn off the steam and allow it to settle for five minutes. The composition may be poured off through a fine-mesh wire screen to remove lumps and foreign matter. The molds should be prepared by washing them with hot water and oiling thoroughly. They should be quite hot when the operation of pouring is started. The pouring should not be done in a drafty place, as the composition would be chilled and would not give smooth-surfaced rollers.

The Function of Underlays.

(1052) "I understand that THE INLAND PRINTER answers questions concerning matters pertaining to the trade, and I beg enlightenment regarding underlays. I am a feeder and was told by a pressman that underlays are a great help in making forms ready. Asked why, he stated that a small patch of paper placed under the center of a blocked plate and run through the press would cause the block to bulge up and give a heavier impression on the part of the plate above the patch. I suppose the pressman is right, but I do not quite see how a blocked plate nearly an inch thick could bulge in one place like a piece of soft cheese."

Answer.— Underlays are used to level up a cut. They should be very sparingly used. If a cut is not level it should be remounted. To expect an underlay to do the work of an *interlay*, which term may be used to describe the work inserted between a plate and its mount, is to invite disappointment. The necessity of underlays will be apparent to those who examine the first pulled sheet on a job printed from electrotype plates. It will be observed

that there are light places here and there. Possibly a very light place appears quite close to a part that prints strongly. This difference is not in the tympan, but wholly in the plate or mount. If patent blocks or sectional metal mounts are used, the condition still is present, but not to such an extent, for usually these mounts are as near correct as they can be made. The low places in the plate appear lighter. The function of the underlay is to make the low places approximately even with the parts that print normal. There is no visible bulging of the plate upward. The thickness of the patch represents the amount of curvature of the underside of the plate, if the patch is placed in the middle of a large plate. If placed under a block or a small plate, it will cause the entire surface of the cut to be raised approximately that amount. For example, a patch one-half inch square placed under a block one inch square will raise the entire block. A patch of equal size placed under a 2 by 2 plate on a solid mount will have the effect of making the center print strong, with but a slight increase on the edges. For this reason, in vignette printing, if the mount is made .005 inch lower than normal, and a small patch .003 inch thick is placed under the plate, it will tend to make the center print stronger than the edges, and in this manner lessens the work in making ready on the tympan. It might be stated that the function of an underlay, except as it refers to vignette work, is to even up the printing surface to an approximate extent so as to lessen the amount of labor in marking out and spotting up, and so that the rollers may have a fairly uniform contact with the printing surface of the plate.

The Mechanical Chalk-relief Overlay.

Briefly, it is but necessary to make a print on both sides of the overlay board and to pass same through a weak etching solution, whereupon the overlay, after a few minutes of drying, is ready for use.

This is the sum total of the procedure. But, not unlike any other mechanical operation, it is the observance of the minor steps that makes or mars the result.

Primarily it is of importance that the press, preferably a Universal press, be clean, so that the overlay ink may be distributed without the addition of oil or other foreign substances.

Having placed the chase with one or more half-tone cuts in the press, a print is made on any kind of stock under a light impression. This is done to ascertain any weak spots that may exist in the cut. Any and all of such weak spots must be underlaid so that an even impression is obtained under light pressure. Additional cardboard is now added to the medium-hard packing, whereupon a print is made on a coated sheet of tough paper which is to serve as the offset sheet — that is, the sheet from which the print on the back of the overlay is obtained. Having again inked up the form, the offset sheet is returned to the guides in exact register, and another print made thereon. This latter requisite is repeated, thus making three prints, one on top of the other, on the offset sheet. The offset sheet is again returned to the guides, care being taken so that the register is correct, and a piece of overlay board, which has previously been cut to size, is laid thereon. Without in any manner reducing the impression, a print is made on the overlay board, with the resultant print on both sides of the overlay board — one from the form and the other from the offset sheet. Sufficient impression must be carried so that the overlay ink, when making the print on the overlay board, is forced into the chalk, thus forming a resist to the etching fluid. If the ink only lays on top of the chalk, the etching fluid will readily undermine it and cause an inferior overlay. It might here be mentioned that while no unusual skill is required to make the necessary prints, yet it is of utmost importance that this part of the procedure be done with care, for if the prints are correct, the etching is but secondary.

The etching of the overlay consists of grasping the printed overlay board at two corners and passing the board through an etching solution composed of one part etching fluid and two parts water. The etching fluid, being nonpoisonous and in itself composed of two-thirds water, makes a weak bath that does no injury to the operator. After about five minutes of etching, the etched overlay is immersed in water, removed and cleaned with a soft brush and cotton batting, and thereupon placed between blotters upon which a little pressure is brought to bear, so as to extract the moisture the overlay previously contained. As much moisture as possible being extracted, the overlay is now laid on either a shelf or rack to dry, and in about fifteen minutes (depending upon the temperature of the room) is ready for use.

No doubt a few words in regard to the use of the overlay for best printing results will not be amiss. After the cut has been underlaid so as to print even, the overlay is placed about two sheets below the top sheet of packing. It must be taken into consideration that the overlay contains each and every shade and detail, even unto the most delicate, of the cut from which it was made. Hence it is advisable not to hang the overlay too deep in the packing, or else the fine effects of the overlay will be lost. The two sheets between the top sheet of the packing and the overlay should be of soft paper, so as to assist in the blending of the shades that the cut contains. Either one or both of these sheets can be removed in case the form requires additional make-ready.

The lasting quality of the overlay is unlimited. A diminution of the effect, crumbling or mashing of the overlay, is, even in the longest run, positively prevented. In short, the overlay serves its purpose, and serves it well.

ALL IN THE SAME FAMILY.

They were telling this story along Broadway recently.

Pat and Mike, who hadn't met for years, encountered each other one day.

"Hello," says Mike. "You're lookin' fine. Are ye workin'?"

"Shure I am, an' a fine job I have."

"What are ye workin' at?"

"I'm a billposter."

"A billposter? Ain't that a coincidence? Shure I'm a billposter myself."

"Now ain't that wonderful! What kind of bills do ye be billpostin'?"

"Shure, I'm billpostin' fer a play actress av the name av Elsie Janis."

"Elsie Janis? Well, well, if that don't beat all. I'm billpostin' fer her father."

"Father? G'wan! You don't mean Elsie Janis's father?"

"That same."

"What's his name, then?"

"Why, Hunyadi Janis!" — *Ex.*

WHAT?

"Have you been married, Bridget?"

"Twicet, mum."

"And have you any children?"

"Yis, mum — I've three. One by the third wife av me second husband an' two by the second wife av me first." — *Ex.*

Written for THE INLAND PRINTER.

PATENT GAGES OR QUADS?

BY EDWARD L. MEGILL.

IT is not surprising that, on the whole, patent gages have caused considerable prejudice among pressmen and employers, for the great majority of the patent gages that have been placed on the market from time to time have proved to be no more nor less than an exemplification of ignorance of the practical needs of the job-press and pressman. Not that the patent gage in all cases did not perform some one particular function of usefulness, but that, taken all in all, it failed to be of actual advantage. Then, on the other hand, the quality of manufacture, due to inexperience in the working of metals and combined with cheapness of construction, brought annoyance and disgust to the user.

If a patent gage should do anything, it should exceed the advantages of the quad. To say that a quad has no advantage is to cast reflection on the judgment of many a first-class printer, for the quad has long held its place as a favorite in the pressrooms of some of the largest houses in the country. But right here let us contend that its advantage has not been the principal factor that has played a part in keeping it where it is.

It is habit — being used to it; and the faculty of adapting oneself to new situations and new methods has been dormant rather than responsive in the adoption of new means.

Let us analyze the quad: A piece of blank type-metal of slippery alloy, repellent to adhesive substances, sensitive to pressure and wear, a dumb lump taken from its legitimate place in the composing-room, and made to play a part for which it was never intended.

It has no function as a gage except that it is rectangular. To make it answer it must be built up and humored and coaxed like a mule to harness. Valuable time must be consumed in such humoring, and the press held up.

What is the first step required to fit it for a gage? The glue or paste pot must be in condition and at hand, for, there being no function in or about the quad to fasten it on, it must have some adhesive substance applied to it. Then, when put in place as best as can be judged, it must be left to dry.

As the quad is merely adhered to the surface of the tympan, there is a chance for sheets to feed between it and the tympan, which causes bad register and hitches in the feeding of the sheets.

To seal up this space and overcome this trouble and better secure the quad, a strip of paper is pasted over the quad and lapped onto the tympan fore and aft. Then trouble comes from the edge of this strip being higher than the surface of the tympan, and it must be carefully shaved down or tucked under the tympan through a specially cut slit to prevent the sheets catching against it, which would cause equally bad register, difficult feeding and spoiled sheets. Then it is found that the sheets will not stay against the face of the quad when feeding, that the sheets will slide or spring up and pass over the quad and fall below. To prevent this, another fix-up is made by sticking a piece of cardboard on the top or alongside of the quad so as to project in front of it, under which the sheets must be carefully fed. This piece of cardboard is not adjustable; that is, when once stuck on, it is there to stay, and, therefore, must be set with consideration at the first as to how far it may lap the sheet. There is nothing to hold the projecting end of this piece of cardboard down, and it is useless in many cases.

The above is the every-day treatment required of a quad; yes, on every job, no matter how hurried or ordinary. And yet these are trivial shortcomings compared with the all-important function, *adjustment.*

To fasten on a gage is one thing, but to get it in the proper place is quite another. The least out of the way and the sheets will be printed untrue, crooked, out of alignment with the form, or with unequal margins. Maybe you can take an impression and correct the position before the paste or glue gets dry, but you run chances of the quads falling to the floor in doing so.

Hence the need of a gage with adjustable features for the most ordinary jobs.

But how about fine-register work? Can any one tear off a quad and replace it with accuracy to a slightly changed position? Can the quad be torn off always without damaging the tympan? Many convinced of this difficulty will resort to pasting pieces of thin brass upon the front of the quad, substituting different thicknesses or adding piece after piece until they get the exact register. And they never know when it is right until they have tested by an impression the location of the sheet thus brought about. And it is not only one quad, but all three must be punctuated with this sort of stop. And, after all is done, there is no certainty that these pieces will remain. What is to give notice while feeding that one of them has fallen off, except to find that the sheets are running out of register?

Aside from the objections to the quad through its inadjustability, bad register often occurs through grooves being worn in the face of the quads — first the sheets wearing through the paper pasted over the quad and then into the quad itself — the soft metal quickly grooving under the constant sawing of the edge of the sheets over it.

There are two distinct steps or stages in the process of obtaining register on the press. First, getting the form into register, and, second, getting the sheets into register. The form can only be got into register by unlocking it and shifting the parts of the form, while the latter may be done by shifting the gages. Some claim that gages should never be shifted after once being set. It would certainly be better if nothing had to be changed. But how much more troublesome and time-taking is it to lift a form, unlock it, insert cardboard, shift leads, or furniture, relock, and replace in the press, than to use convenient adjustable gages? The gages are directly in front of the pressman on the platen, easily got at, and there is nothing else to be disturbed. With the changes in the form come the varying pressure of quoins, the springing of chase and the care in getting the chase itself back into its precise proper place in the press.

No gage composed of paper can possibly be as smooth to feed to as hard metal, to say nothing of lasting qualities. Smoothness plays an important part in the quick feeding of the sheets and getting them in squarely to the three points of contact — namely, the side and two bottom gages. Even though aided by an automatic registering appliance, smoothness of the face of the gages is essential.

The most economical gage is one that is true to its standard; that contains features to properly receive, retain and register the sheets; that may be manipulated for needed changes of position, and is complete and ready for instant use.

Withholding the price asked for a manufactured article is not economy. The price may be low or it may seem high, yet economy comes in the advantages gained.

Bookbinding

BY A. HUGHMARK.

Under this head inquiries regarding all practical details of bookbinding will be answered as fully as possible. The opinions and experiences of bookbinders are solicited as an aid to making this department of value to the trade.

Box and Case Making.

The manufacture of jewelers' cases is in itself a separate industry carried on in the larger cities only. Paper-box making is much more general, owing to the enormous demand of storekeepers for containers that can be stacked on shelves properly labeled, thus saving time and space, as well as serving the more primary purpose of protecting the articles contained. Many of these are made by special process in material and method, thus obviously excluding them from consideration in this review. To this class belong the tailor's suit-box, proprietary-medicine and breakfast-food boxes, butter and oyster wrappers, and corrugated-board boxes used for electrical goods.

It is not the intention to describe the methods of manufacture of box or case makers, but rather to explain how any one of certain kinds of cases or boxes may be made by hand. There is not a first-class forwarder or finisher who has not, at some time in his experience, been confronted by the task of making a case, box, frame or portfolio, either from pattern, when it becomes easy, or under the most difficult of all conditions, where instruction is given to make "something suitable for the purpose." The bookbinder should, as a matter of skill, be able to do anything that can be done by hand from leather, mill boards, cloth or paper that can be formed or joined together by means of glue or paste. He has the further advantage of being able, if a fine job is desired, to enhance the materials with appropriate decorations in gold or blind-tooling, or both. The following styles are selected as sufficient for this article:

Figs. 1 and 2.— Telescope boxes.
Fig. 3.— Box with flush-fitted removable cover (square or oblong).
Fig. 4.—Box with flush-fitted removable cover (round).
Fig. 5.— One-piece telescope box.
Fig. 6.— Book box.
Fig. 7.— Filing box.
Fig. 8.— Jeweler's case.
Fig. 9.— Box with hinged cover (metal fittings).
Fig. 10.— Box with hinged cover and collapsible side.
Fig. 11.— Desk calendar.
Fig. 12.— Portfolio.
Fig. 13.— Clock case in leather.

Any one of these styles can be made with various kinds of covering and lining materials applied in such different ways as may suit the work.

Fig. 1 is a box that can be made strong for service, but lacks the line for any artistic endeavors. The covering most suitable for it is paper — plain cover or fancy; cloth, canvas, or flowered chintz should be used if made for hat or waist boxes. The thickness of the board should be governed by the size of the box; for instance, straw or pulp board from No. 50 to 65, scored and joined together by overlapping at one corner, would be stiff enough for a small box, but would not hold up for a larger one. Basing the description on a large box, we will select a No. 20 hard-rolled medium cloth board for the box, and No. 30 for the cover. It is best first to cut up the sheets large enough to allow for a machine trimming, so as to be assured of perfectly square corners, and straight, clean edges. The width of bottom *e* and the length of the end *b* are cut to the same gage. The sides *a* will be the same length as that of the bottom *e*, plus the thickness of the two ends *b*. The cover *f* will be the same length as the bottom *e*, plus four times the thickness of *b*. The width of *f*, by the same rule, will be the same as *e*, plus four times the thickness of *a*. This allows for covering and lining and inside and outside corner reinforcing. The ends in the cover will be the same width as *f*, and the sides *d* the same length as *f*, plus two thicknesses of *c*. To build up, glue the ends of *e* and a narrow strip along the edge of the end *b*. Lay the bottom *e* on a larger flat board that can be turned without disturbing

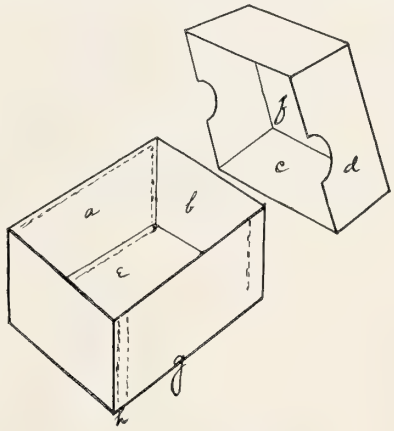


FIG. 1. - Telescope box.

the box on it during the building-up process. Set a weight or block of some kind, such as a pig of lead, brick or iron plate, on the bottom near the end; then press the endpiece *b* against the bottom and rub along the outside edge with a folder until well tacked. Next glue one side *a* along three edges; also glue one end of the attached piece *b* and the long edge of *e*. Now press the glued sidepiece into its position so as to form a straight, even corner joint with the endpiece. These two pieces brace and support each other so that the other end and side pieces can be joined in the order named with more care, without fear of collapsing. Thick, hot glue must be used, and speed in joining, as the glue chills quickly when thick. The sure plan is to have the reinforcing strip ready and glued with thin glue; bond paper for the outside and cotton strips for the inside, for each outside corner to be applied as soon as a joint is made.

When all the sidepieces are in position and the outside corners reinforced, the edges *g* are similarly reinforced with bond-paper strips. The cotton-strip reinforcing of the inside of all joints is accomplished with paste. The cover is built up by the same process. The box is covered with four strips about one and a half inches wider (for turn-in) than the height of the box. The ends are covered first, the pieces being glued and laid on so that about one-half inch projects over the top and ends, after which it is well rubbed down. The ends projecting are next turned over onto the sides along the dotted lines, then the top edge is turned in and the corners worked in smooth. A little thin paste may be used in the corners, when working in with the folder. The bottom may be left until the sides have been covered, when all four sides may be turned and the corners cut off in the same manner as the corner of a book-cover is turned in. Paste may be used here all around if necessary to help in working the overlapping material, close to the bottom and over the corners. The side-covering should be a little shorter than the box side, so as to leave the end-covering alone to protect the corner as far as the dotted line *h*. The box-cover is treated in the same way, except that the sides *d* are covered first, leaving the overlap on the end *c*, just the opposite to the box. The reason for this is that in this way each side carries a double thickness of covering material, whereas if both cover and box were treated in the same manner, two sides would have a quadruple thickness of material, thereby making a misfit. Another difference in covering is that here the ends *e* and the top *f* are covered with one piece. The lining should be put in with paste, each side by itself, and the bottom last. The two ends *b* are cut narrower than the depth of the box, but one-half inch longer, so that when fitted in close to the bottom the corner-joints will also be covered. The side-linings will be a little shorter than the inside length of the wall, but one-quarter inch *wider*, so that these pieces can be set down from the top edges in line with the end-linings, lapping over on the bottom as shown by the dotted line in *a*. The bottom lining is cut narrow enough to allow for stretching when pasted, but *full length*, as the ends must meet the end-wall linings that do not lap over on the bottom. By following this method, a durable job may be done neatly, all joints being well covered both inside and out. The thumb-holes are cut out with a gouge.

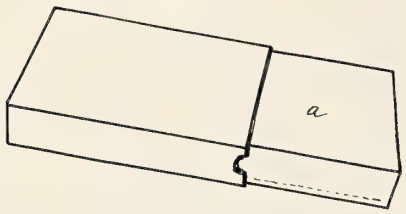


Fig. 2.— Oblong telescope case.

Fig. 2.—A small case of the same kind as Fig. 1, but made in one piece of No. 50 or 60 board, the length of the case, and wide enough to take in all four sides, plus an extra quarter-inch for lap at the joint. Lines can be made by means of a pair of dividers and a straight-edge at proper places for scoring. A knife drawn along these lines with an even pressure so as to cut through half the thickness of the board will give a good folding scoring. This should be along the fiber of the board, not across it. The small stub indicated by dotted line should be peeled or split from the scoring to the edge, so that when this is glued and lapped under it will not distort that joint. A still better joint can be secured by paring down the opposite end that is to go on top of the stub. The bottom is cut and inserted with glue as a separate piece. The covering also is done in one piece, leaving a narrow edge to be turned in over the top. No lining is needed nor reinforcing unless a great deal of use is expected from it, when the outside joints may be stripped with bond paper. It is best to make the cover for this case after the case has been put together, to be sure of the correct measurement for a good fit. To make a razor case, it is only necessary to follow the above instructions except that here the inside case should be longer than the cover, so that when glued into the cover it will look like Fig. 2 without the gouge-cut. It then remains to make another and similar cover to slip over the protruding end *a*.

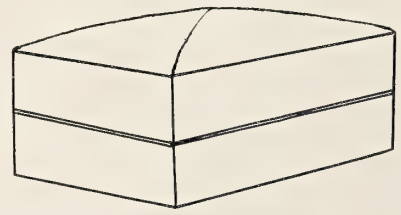


Fig. 3a.— Box with flush cover.

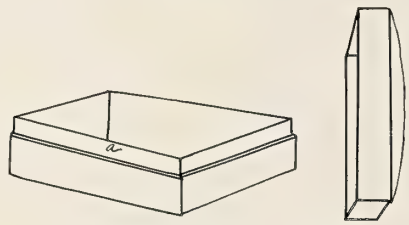


Fig. 3b.— Same as Fig. 3a; open.

Fig. 3.— The box is made and covered the same as Fig. 1, except here is no inside corner reinforcing. The offset part *a* is in reality a separate box-frame made of very thin board, scored and covered, but not joined until it is glued into its proper position as shown in Fig. 3 — *b*. The cover in this instance is cut and joined piece by piece, the same as the box. The top of the cover can be bent as shown in Fig. 3 by thoroughly wetting the strawboard and shaping it over a wood block that can be made for this purpose. The block can be made larger than the box, but each side must be in proportion, so that the angle of all the bevels remains the same when the top is cut, measured from the center. Strawboard can be shaped into many forms by this method of first making wood blocks, which are easily made from any soft wood. Several pieces of seven-eighths

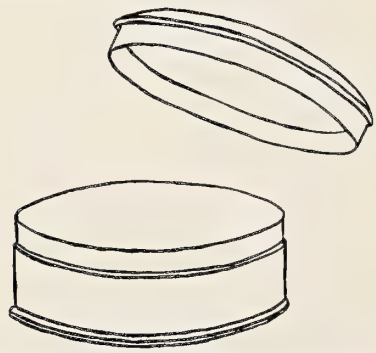


Fig. 4.— Round box with offset for flush cover.

inch or even less can be glued together and shaped up with a saw, or with a half-round file or rasp, and a knife, all of which are to be found in most binderies. When the straw-

board, which should not be thicker than No. 50, has been dipped in warm water, it can be made to conform to these models by applying paper straps glued to the block and over on to the board. When the board has dried, the straps can be cut off and the board will hold its shape.

Fig. 4.— This box can be made in the same way as the box in Fig. 3, except that in Fig. 4 the box and cover are each made from one piece of board; both ends of this board must be pared where they are to be lap-joined. A round block is necessary for this work, but if it is difficult to obtain one of the exact size a smaller diameter will do. A piece of pipe or a broomstick can be built up to the required circumference by winding with long strips of paper thinly pasted and drawn tight. If more than one strip is needed, start the second strip by, but joining it to the first. The circular bottom should be somewhat thicker than the side and must, of course, be carefully cut. The covering and neck-piece are otherwise worked in the same manner as Fig. 3 — *b*.

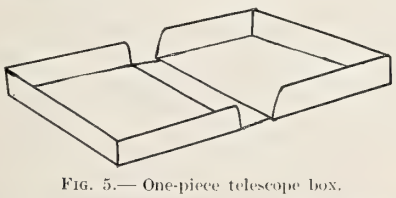


Fig. 5.— One-piece telescope box.

Fig. 5.— The one-piece box in this figure is cut and built up in the same way as the box in Fig. 1, except that the fourth side is left open in both the box and cover. The connecting strip should be the same length as the outside dimensions of the cover, as it really is the fourth side of the cover, not of the box. It must, however, be narrower than the height of the cover, because there is a hinge-joint on each side of it. The width of these joints may be decreased by beveling the edges. The two pieces (box and cover) may be covered separately by running one strip of cloth around the three sides and turning it over the edges and then joining the cover to the box by gluing one piece of cloth from the outside of the box to the outside of the cover, and turning in the ends over the hinged side, after which this is lined with another strip of cloth on the inside, from box to cover. Another method is to join the two (cover and box) by four separate hinge-strips and then to cover the four ends with separate pieces, after which one large piece may be glued across the top and bottom surfaces and continued over on the two sides, finally turning in the ends of this on the inside of the cover and of the box.

Other styles of boxes will be explained in this department next month.



A BIG HAUL OF SALMON ON THE COLUMBIA RIVER.
Photograph by Floyd Bushnell, member Butte Typographical Union.

BOSS SMOKED, TOO.

"Johnny, do you smoke cigarettes?"

"I d-d-o a l-little, sir," stammered Johnny, paling beneath the tan of the baseball field.

The boss fixed him with his eagle eye.

"Then gimme one," he said. "I left mine on the bureau." — *Ex.*

HOW THE NEWS LEAKED OUT.

"Say," a boy yelled in to the proprietor of a store in a prohibition town, "the express agent says for you to send down for that package of *Daily News* right away, 'cause they're leakin'." — *Ex.*

Written for THE INLAND PRINTER.

QUALITY IN TYPE.

BY VERNON POSSNETT.

CONSIDERING the importance of all questions relating to supplies for the composing-room, it is remarkable that so little is said concerning quality — the quality of type in particular. By "quality" we wish to imply all features of general utility which lie outside the question of design of face or theoretical construction of body. These matters are primarily important, of course, but design is so self-assertive and mathematical, proportion has been so extensively belauded by the makers, that there is no need for further education to the average man who buys and uses type.

These other features of quality are of a different order. Because they are less obtrusive there is the greater need for discussion, and a few observations from the practical side may perhaps be helpful to a goodly proportion of our craftsmen.

The fact that type varies greatly in serviceability must be universally apparent. No doubt the question has been discussed repeatedly across the counter and by the frame. Yet the reason why such disparity exists in different supplies of type could not readily be explained by many who perceive the fact. We do not expect a font of hair-line to stand the same usage as a Clarendon or Antique, and in these observations we have regard to fonts approximately similar. The design of one font renders it serviceable in almost any class of work, while another can be used only on a very limited range. Therefore we exclude design from our thought and consider type from a purely mechanical standpoint. Similarly we leave out of mind the question of size or commensurability.

In what other respects can type vary seriously? The first thought in answer to that question is the proportion of hardening metals which may be included in (or excluded from) the alloy. But we should prefer to say very little even on this point. We are satisfied to call attention to the rather vague interpretation of "type metal." This term may imply an individual metal or the finished alloy. We should like to emphasize the great need for a more definite understanding that what a printer buys as "type" should comply with an accepted specification of quality. The various founders will naturally claim to control their own alloys, and rightly so. But the printer might as reasonably claim a guarantee that "type" be of a recognized standard of hardness.

Note the different conditions recognized in other callings. All classes of material are being brought within certain specifications of quality. Girders must be capable of withstanding certain stress; concrete must pass a critical inspection under most exacting conditions; timber must be satisfactory in quality as well as kind. Even coal is required to be of certain calorific value; while if we pass from black diamonds to gems from other mines, we soon learn that a jeweler will hesitate in the purchase of a gem until he has applied certain tests known to his craft. In every case the buyer claims a right to reject such material as may not comply with standard or specification. Coming to our own business, we know something of criticism applied by buyers of printed matter. We know how promptly a complaint is forthcoming if the customer suspects the paper is not what he bargained for. Yet a printer accepts delivery in purchasing type without either demand or guarantee as to quality. Obviously it would be more satisfactory if he knew within certain limits the nature of the material which bulks so largely in the cost of his equipment.

The market value of metals has fluctuated alarmingly during the past few years, and although the founders may have been troubled thereby, the burden has been transferred to their customers as speedily as possible. That is inevitable. With prices high there must come a temptation to the founder to save a little by reducing the proportion of the most expensive ingredients. This is substantiated by the advertising matter of the founders themselves; and as this is a vital point in the quality of type it appears reasonable to ask for a definite basis for the transactions of the typefounder and his customer.

IS A STANDARD POSSIBLE?

With such infinite variety in face and body, it is difficult to say which method of testing would be either just or practical. From the foregoing remarks one suggestion asserts itself: there should be a recognized minimum of antimony and kindred constituents in the alloy. This might be arranged by scale for different sizes of type. From the details given in the latter part of this article another suggestion arises: there should be a recognized weight for space occupied. Possibly a scale per one thousand ems in small body and per one hundred ems in large body might prove convenient.

Assuming these points granted, there would still remain a latitude within which quality might vary. At present that latitude is too wide. The future of the craft will probably witness a keener criticism of all printed matter, and in the end this must demand a marvelous degree of perfection in the type to be used. The "life" of type is approximately a quarter of a million impressions, but the whole trend of things is toward a shorter life and greater accuracy. Individual letters must be changed and discarded for jobs using art papers, which a generation ago would have served quite well. Here is a source of loss — in time and type — which would have startled the fathers and should concern their sons.



FIG. 1.

When we leave the airy heights of theory for the solid ground of practice, there is abundant material for illustration. Many years ago in a certain job office a substantial font of border arrived — to the joy of the compositors. The units of the font were rather large — 4 ems square and 6 ems by 4 ems. The first job in which this border appeared showed several pieces hollow on the face. In spite of overlays the centers would not come up, and eventually many of the pieces had to be changed. Subsequent jobs gave a similar experience, until the font was a thing of derision, and less than half the pieces remained. It

transpired that very large cavities existed in various parts of the body. The face and sides were often merely a shell which could be indented by pressure of the thumb and fingers. This was by far the worst specimen of the kind the writer has encountered, but there is reason to believe that a similar defect exists in a great deal of the type sold to-day, though perhaps not to the same degree.

On a recent occasion it was necessary to include a large number of four-em quotations in a job for stereotyping. Some of the forms were molded several times, and when the job came to be broken up a most remarkable distortion was noticed in the quotations. Scarcely one remained square, and it was necessary to destroy all that had been used in the job. A sample of the injury sustained is shown in Fig. 1. The five squares were printed by the open side

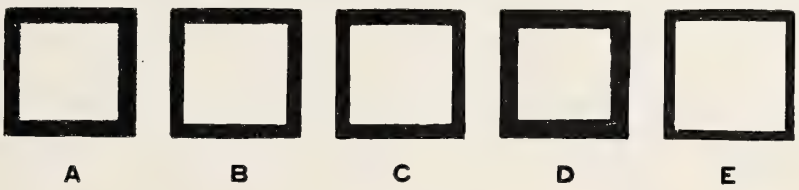


Fig. 2.



Fig. 3.

of five quotations. The three in the center are damaged, and a close inspection will reveal the distortion. The first and last quotations are new, and a fine rule drawn along the top and bottom of the line will emphasize the defects in the quotations which have been used.

Admitting that the material had been through a rather severe ordeal, the fact remains that other makes of quotations had withstood a more prolonged experience of the same kind. What was the reason for the difference? Upon breaking one of the defective quotations those cavities were again in evidence, and apart from strength or weakness in the design of the quotation these irregularly disposed cavities must have had a considerable influence in producing the distortion.

Five examples of quotations are shown in Fig. 2, representing five different foundries. The same quotations were used to produce Fig. 3. The illustration was obtained by cutting a thin slice from the bottom of each quotation, and printing the section as it appeared. The particular make which failed so badly in the stereo job above referred to is lettered E. There is a considerable difference in the design, but the variety of design substantiates our point. The fourth quotation (D) appears of stouter build, yet this make fails almost as badly as the one marked E. The reason is clear. Cavities exist in about the same proportion, and the presence or absence of these cavities is the surest indication of quality in the casting.

The same features obtain in type as in quotations or furniture, but the troubles are shown in the pressroom more than in the composing-room. The hard paper, hard packing, and heavy impressions which are the normal conditions of presswork to-day have made it increasingly important that we should have hard type. If the face of a letter is supported by a weak body we can not wonder that hard spots in the paper will accommodate themselves in the type, and leave sinks. White spots appear in faces which should be heavy and solid as the result. The typefounder may object that paper should be free from spots and pebbles, since they constitute an unfair test for his material. But type of good quality will withstand this strain, and our immediate purpose is to deal with "quality in type."

Time was when we accepted the dictum that type which was frequently used for stereotyping would "grow." No doubt there is some truth in the idea, especially as concerns news forms, which are screwed up while still hot. But in a job house, where all sorts of forms are regularly passing to the foundry, the rule seems to be reversed. Instead of "growing," the type is very liable to become stunted; and if several matrices must be made from one form the probability is that the letter in that form will be perceptibly low afterward. This is more noticeable in open display jobs than in solid matter, and may be in part attributed to the character of the workmanship in molding. But the presence or absence of air cavities in the body of the type must be the chief factor in deciding the behavior of the letter when subject to heat and pressure.

(Since writing that paragraph a line which had been stereotyped in one form several times has proved to be low by .017 of an inch. A practical craftsman can readily understand the effect when such a line must be distributed and put into ordinary use again and again.)

In this day, when the fumes from the melting-pot are in nearly every composing-room, we may all claim to know something about the casting of type. We see the common faults resulting from overheated metal in linotype and monotype machines, and can surmise that much of the trouble illustrated in this article is of similar origin. But whatever be the cause, the printer is the one to suffer, and if a standard can be devised to safeguard his interests without inflicting hardship on the typefounder, nobody need complain.

To emphasize the suggestion that weight and space should be proportionate, an illustration may be drawn from the daily output of linotype and monotype machines. The average product of these machines is about fifteen per cent less in weight than good type of similar size. But occasionally the difference rises to fifty per cent. The light-weight product is of the kind which gives trouble. The same remark applies to type. Even when having the appearance of perfect solidity, light-weight letter will fail under a strain which might safely be borne by heavier material.

In Fig. 4 three types of thirty-six point body are shown. Each letter is from a separate foundry. A defect in the face suggested a fault in the body, and the illustration shows what the dissecting knife revealed. Each letter of the three was comparatively new, but unsuited for first-class work because of a slight flaw. The first (A) shows a solid body, and the injury to the face was not attributable to faulty casting. The second (B) was cupped on the face, and the head was distinctly sunk into the body of the type—palpable evidence of weak structure. The third (C) had several small holes on the face, and white spots would have shown clearly on art paper. The manner in which the side of this letter has broken away shows the air-bubbles to have been very near the surface, hence the liability to injury such as appeared on the face.

A most instructive illustration of the different behavior of type from various houses came under notice some time ago. In discussing the matter with a friend whose interest



FIG. 4.

is stimulated by paying for the type he uses as a compositor, a small parcel of type was brought out. Six or eight short lines of bold-face had been used for printing on a linen cover. Anxious to obtain a solid color, the pressman had used rather too much impression. The face of most of the type was hopelessly crushed, but one font stood out clean and sharp in forcible contrast. In that small job three founders were represented—American, English, and German. Without particularizing between the three, we may infer that each country has founders relatively good, bad, and indifferent. Some of the best — and some of the worst — material comes from Germany. Experience with English type suggests that here also there is a great disparity in supplies from different sources; while most readers of this journal will have ample opportunity to compare the products of American foundries.

This question of quality becomes complicated when we introduce the element of cost. When two vendors are offering material at prices widely different, we can not entertain the thought that price is the only feature in which their wares differ. Yet what test is available to help solve the riddle? It is all "type," it is equally new, but unfortunately for the printer, face is not an index to the character in this instance. Too often the only means of learning is in that hard school, with its bitter lessons — experience.

If this contribution is in any way instrumental in establishing a "wise man's school," its object will have been achieved. No "expert opinion" has been advanced; no scheme has been submitted as a probable or even possible panacea. But a point which deserves discussion has been approached from its practical side, and a journal so representative of the several interests involved is the best medium by which that discussion can be attained.

HE ILLUSTRATED IT.

"The barber told me a very interesting story as he shaved me."

"Indeed."

"Yes, and also illustrated it with cuts."—*Louisville Courier-Journal.*

Written for THE INLAND PRINTER.

TIME-WASTING.

BY OLIVER CHURCHILL.

"GIVE me 9004."

"Is this the Art Printing Company?"

"When will you deliver the five hundred placards ordered by the Golden Grain Company?"

(Five minutes later)—"Here boy, run up to department E. I will spell you on the telephone."

(Ten minutes later)—"Here boy, run up to department E. I will spell you on the telephone."

(Fifteen minutes later)—"Did you say you would deliver them day after to-morrow? . . . Let me speak to the manager."

(Another wait of five minutes, while the office boy and two stenographers stand about waiting for attention)—"Oh, is that you, Mr. Brown? . . . Well, we must have those placards to ship with our orders to-night. As a special favor I want you to get them out for us. . . . All right. Thank you. Good-by."

How many firms the Art Printing Company have wasted time for each day it would be hard to say, but the number must be large. The number of orders it loses by its telephone being "busy" can not be told, but it is safe to say that people who have been held up repeatedly, waiting needlessly for information, do not seek that company, except when they are compelled to do so.

One firm has a bookkeeper who answers the telephone. The old fellow knows nothing about the business except its accounts, and a remarkable man he must be to keep them straight amid the constant interruptions. He has to call some one who is always a long way off and is unable to move rapidly on account of rheumatism. In the meantime your other telephone is jangling and you wish you had called up some other firm and closed the deal.

Another firm employs an apparently half-witted girl to answer the telephone calls. Aside from being slow, she is more than likely to get the wrong person to attend to the query. Why is it that so many business houses employ the cheapest help for this work? I believe it is because they underestimate the importance of this avenue to their counter. It is the busy men and the most important customers who use the telephone. They want to talk with the man in charge, without needless delay. This is a reasonable desire and can be satisfied to the great profit of the firm in the following way:

Let every department head who does not deal with the public, but who has information needed in answering inquiries of customers, have an interior telephone in a central position, and be required to answer it promptly. Department heads or salesmen dealing with the public should have extension telephones and be connected directly with the persons having business with them. There should be a person of responsibility and general intelligence in regard to the business who should receive all general queries, and either answer them *at once* or see to it that the proper information is promptly and courteously given.

Different businesses will demand different administration of the telephone approach, but there are certain principles which pertain to all.

1. The person answering calls should be of a high order of intelligence, courteous, and the possessor of a smooth voice.

2. This person should answer the telephone by giving the name of the firm.

3. Then he should do one of three things *immediately:* (a) give the desired information, (b) connect the person with the department head having the information, or (c) take the telephone number and promise to call it soon.

4. Persons not dealing with the public, but having information needed in answering calls, should be provided with interior telephones.

5. Bookkeepers, stenographers and others, whose special duties do not permit them to become acquainted with the public side of the business, should not be allowed to answer the telephone.

6. Where a special telephone clerk is not needed, the general manager or his assistant should be on duty no less to answer customers' telephone calls than to welcome the personal calls from customers.

If these principles are observed there will be no complaint that the house that treats its customers most courteously, when they visit its salesrooms, is the most discourteous when an attempt is made to do business by telephone.

Written for THE INLAND PRINTER.

RECOLLECTING COUNTRY-NEWSPAPER DAYS.

BY C. B.

IS there a printer to be found anywhere who does not cherish the memories of his country-newspaper days — if he had such? The writer is free to say that, even if he have no desire to retrace and live over again his life as a whole, he joyously would embrace an opportunity to travel again through the happy days of his country-newspaper life. Those were the days of sunshine — and of storm; and the blending created a genuinely interesting existence.

Almost thirty years ago, in a little town of Ontario, Canada, within fifty miles of Georgian Bay, I began my "devilship." The town had a population of about 1,500 and supported two weekly newspapers. Public support, however, was not overly generous — that is, so far as money was concerned. But the people were great readers, displaying a spirited interest in all affairs of public concern. The newspaper was the seat of war around which circled the warriors — social, political and otherwise. There were few dull days. The printers worked almost on top of the editor's sanctum, and everything that affected him affected his staff. When an M. P. or the mayor came in for an interview, the "devil" was as much interested as the "boss." And when an irate reader called to "lick" the editor, he learned that "we" actually meant what it said. It was distinctly plural. Here was the fascination: the staff was more than simply a working part of the institution — every member of it felt a responsibility that made him a sympathetic and loyal supporter, not only of the paper's politics, but of every stand it took in affairs of the town. There were no traitors. If the "boss" had delegated any member of the force to administer physical chastisement to an enemy of the institution, there would have been no slinking no matter how big the contract appeared to be. It was a veritable Japanese army.

But this is not saying there were no domestic differences in this family of editor and printers. On the contrary, many little tragedies were enacted. I can not now recall, however, a single instance where trouble arose over the amount of wages paid. Money was not *it* in those days — at least in that part of the world. It cost a mere pittance to enjoy life to the full. Everything that could be enjoyed seemed so free, that "the filthy lucre" was required only for the simple necessaries of life. Yet there were troubles. We had occasion to rebel against certain conditions under which we worked. For instance, in this office it had become a settled practice for the boys to go to work at 7 o'clock and continue until the editor's wife (with whom we boarded) got up and prepared breakfast, which usually was about 8:30. My side partner — who, by the way, is now managing editor of a Toronto newspaper — and I hatched a cold-blooded conspiracy to upset this ancient and somewhat sacred law.

We decided to strike. And, accordingly, on the morning set apart for this "revolution" we came into the office with a hungry and determined look. Taking seats, we began leisurely to peruse the newspapers. The "boss" came in, and as he took his place in the sanctum chair he gave us the glassy eye. But we were unmoved. He then began a series of glances toward us, interluded with the loud snapping of his big silver watch. But we were as adamant. Finally he exploded. If I remember rightly, my fellow conspirator made answer, and he issued a proclamation, ultimatum, defi, or whatever you choose to call it, that stirred the "old man" into a hydrophobic frenzy. But it was wasted vitality. On that day history was made. The sacred unwritten law of "work before breakfast" was smashed to smithereens. And the "devils" and "jours" who came after reaped the benefit of our "great battle" for better working (or rather, eating) conditions.

Several years ago I visited the old town, to find that I was almost an entire stranger there. The same weeklies were still doing business as the town's only newspapers — but how differently! Power presses had taken the places of the old Washington hand presses, and in one office a typesetting machine had been installed. The old editors were gone, too, and there was none to give me the glad hand of old printorial comradeship. And to cap it all, the town was "dry." I began to wonder whether I was in the right place, and to make sure I asked the present owner if he could show me files of the paper beginning with the year 1882, and was assured of the town's identity only when I looked over them and found articles set by my comrades and myself when we were "cubs." As I turned over the pages of these old files my mind was filled with a world of sweet memories. There I found my New Year's newsboy's address, the proceeds from which had bought my annual suit of clothes. There also were the leading editorials directed against "our contemporary," which the whole force stood ready to defend to the last ditch. And there were other landmarks in these old pages that made my heart yearn for the old times.

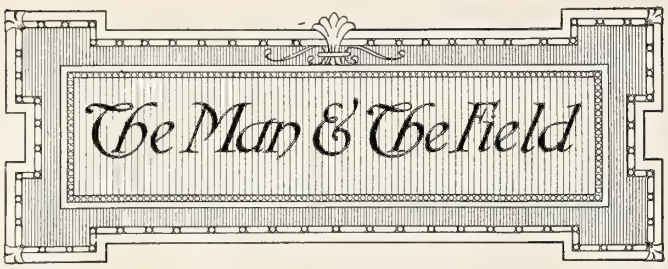
But these are only recollections, and are of no great value to the readers of THE INLAND PRINTER. Yet I sometimes think that the great mass of technical information with which these pages abound could easily be seasoned with a few "recollections" of early country-newspaper life, and trust to have the pleasure of reading of other printers' experiences in the days long ago.

O YOU SIGN PAINTER!

This removal sign was to be seen, in November and December, in a window at 219 Olive street, St. Louis: "On December 1st our present location will be at 114 Olive street."

ANOTHER WAY TO SHOW SPITE.

A few days ago Miss Stefanija Pietrzykowski married Jan Ladowsky, in Chicago. We merely reprint this item to annoy the compositors and the proofreaders.— *Unidentified Exchange.*



This department of service is designed to bring men of capacity in touch with opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Seeks Location for Job-printing Office.

(1190) Gentleman with about $1,000 to invest seeks some location where there is an opening for a job-printing office. Practical printer. Western town preferred.

Desires to Purchase Newspaper.

(1189) Newspaper man in the East desires to purchase or lease with purchase option, an established weekly newspaper with job-office — Independent or Republican. Would consider partnership.

Manager for Printing Plant Wanted.

(1183) Manager wanted, experienced, to take full charge of a printing plant; one who can turn out high-class work in all departments economically and quickly. State experience, age, references and salary wanted.

Newspaper and Job Man Seeks Change.

(1192) Young man, twenty-six years of age, married, temperate, twelve years' continuous experience in the country-newspaper business, seeks change in a location farther south than Wyoming. Prefers town of fifteen hundred to two thousand population. Good references furnished. Would lease good one or two man shop. Able to do all work connected with country newspaper and job plant.

Cylinder Pressman Desires Position.

(1184) Young man twenty-two years old, eight years' experience as job feeder and cylinder pressman, desires position in latter capacity, in or near New York city. Now considered as good as any ordinary pressman, but it is his aim and desire to become an expert pressman; for that reason would like to secure position with first-class office. Salary no object, as he is out for the experience and not money. Able to turn out good, fine half-tone vignetted work and also bookwork.

Position as Office or Sales Manager Wanted.

(1185) Thirteen years' experience in the printing industry as accountant, credit and office manager, and sales manager, makes me theoretically familiar with all the operations entering into the printing and stationery business; could assist in buying paper and stationery; in the adoption and laying out a policy for conducting a printing and stationery business; can handle all cost accounting, locate leaks in the profit and loss account; assist in routing shipments and checking expense bills; can handle men and produce results. Have never failed to make good. At present employed as credit manager and auditor with large printing establishment in the South.

Job-compositor Desires Position.

(1186) Job-compositor, twenty years of age, six years' experience in printing trade, desires position where opportunities are great to further his knowledge in the art of printing, irrespective of salary. At present employed with house that requires best qualifications, and therefore fitted for hard, practical work. Prefers New York city for location.

Webb Pressman Desires Position.

(1187) Young man, twenty-one years of age, five years' experience, desires position on a newspaper press or a Scott's All Size, as helper, in good-sized city, where there is a future and fair wages. Has had practical experience on a Scott's All Size rotary magazine press, three-deck newspaper press, and a Goss newspaper press. Good references from past and present employers.

Job-printer and Operator Seeks Change.

(1188) Young man, twenty-nine years of age, married, sober and industrious, seeks change in position where he can do job machinework and also work on the floor occasionally if need be. First-class job-printer and make-up man. Able to set from four thousand to five thousand ems (six-point) an hour straight matter. Experienced on No. 5 low base and No. 4. Prefers Illinois, Iowa or some adjacent State for location.

Desires Foreman Partner.

(1191) Practical, experienced newspaper man is seeking a foreman partner of the right sort. He must be energetic, sober, and a thoroughly competent printer — young married man preferred — to take fourth or greater interest in starting a paper in California, or buying one there or in Oregon. Estimates cost of new plant at $4,500 to $6,000. He furnishes the best of references as to his honesty; at present practicing law in a Western city.

TOO PERSONAL.

Patrolman Casey had ordered a pair of shoes at Rosenberg's store and was about to try one of them on when the clerk reached for a box and deftly sprinkled some French chalk in it to ease the forthcoming strain. When he handed it back to the patrolman he threw it on the floor, pulled on his own shoe and started out.

The proprietor had noticed the scene. "What's the matter, Mr. Casey?" he panted as he caught up with him. "Was the clerk sassy or anything?"

For a moment Casey glared at him in almost speechless anger, then observed with icy dignity: "If I can't come into a place to thry on a pair iv shoes widout havin' chlorid av lime put in thim beforehand I'll thradè somewhere ilse."

MISTAKEN IDENTITY.

"Mary," said the head of the house one morning, "I called Jimmy four times and he didn't answer, so I turned down the covers on his bed and gave him a good spanking."

"Oh, John, how could you? That means I'll be hunting for a new cook!"

"How's that?"

"Jimmy stayed all night at Smith's, and the cook slept in his bed last night." — *Ex.*

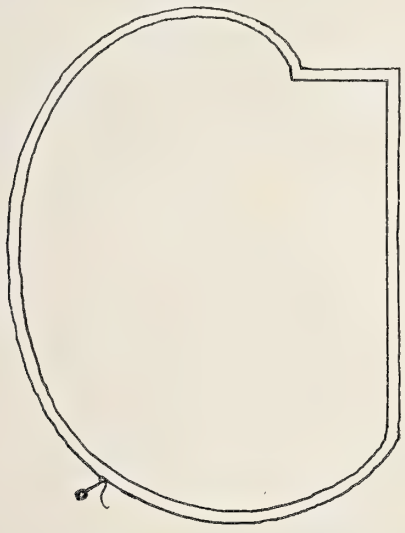
"Kinks"

There is always a best way to do a thing if it be but to boil an egg.— *Emerson.*

This department is designed to record methods of shortening labor and of overcoming difficult problems in printing. The methods used by printers to accomplish any piece of work recorded here are open to discussion. Contributions are solicited.

Estimating, or "Casting Up," Irregular Printing Areas.

Estimating the area of the irregular mortises in many of the advertisement borders, which are now so popular, presents a problem like unto and nearly as brain-racking as that of squaring the circle. In nearly every instance the effect desired in work of this nature is one of black and gray tones — white space to be eliminated as much as possible. Many methods are employed by ad.-writers and compositors to determine the size of body type which will exactly fill such mortises, but most are of a merely speculative nature. The problem presented is in itself a simple one — that is, to find the approximate area of a space of irregular contour. A method, readily comprehended by any one unfamiliar with the higher mathematics, and which has been proved highly efficient, is subjoined.



Lay a piece of strawboard of ample dimensions upon a table or imposing-stone, and upon this place the mortised cut. Then trace the outline of the mortised area upon the strawboard. When this is done, cut out the pattern of the mortise from the strawboard, and, with a pencil, indicate a point anywhere on the edge of the pattern. Then place the pattern on any flat surface and either tack or weight it down, so that it can not be readily moved. Now take a piece of string which has a knot at one end, place the knot against the edge of the pattern at the point indicated with pencil-mark, secure knot in that position and draw string around the edge of the pattern, following carefully every change in its contour until the point where the knot is secured has been reached, and here cut the string. The next step in the process is to divide the string into four equal lengths, and, by multiplying two of them, an approximate area of the pattern is found which will be sufficiently accurate for all requirements. For instance, if the string is twenty inches in length, one-fourth will be five inches or thirty picas. By multiplying thirty by thirty it is found that the area of the mortise in the cut (regardless of its shape) measures approximately nine hundred picas. When this is ascertained, the regulation method of "casting up" or estimating copy follows. Of course, in the event of the cut not being mortised, as where the letterpress is to be electrotyped and patched into the border, a proof of the latter is taken on the strawboard, and the pattern cut about a nonpareil scant of the border's contour. When the size of body type has been determined, the two well-known methods of composition employed in this class of work are pursued. The accuracy of results attained by employing this process is a revelation to the most experienced compositors.— *John L. Grabe.*

Locking Form.

It has been the custom in our shop as well as in most printing-offices to lock forms with the quoins at the top and right-hand side of chase.

Sometimes, if a form is left locked up for a number of days, the moisture dries out of the furniture, and, unless form is relocked, there is a liability of the quoins working loose and dropping into the form when on the press.

This accident happened twice, breaking an expensive cut the first time, and then seriously crippled one of our best presses.

On investigating both accidents we decided to lock forms with quoins at or near the bottom of the chases, and to relock all forms known to have stood for some time.

Since then, though the quoins have dropped once or twice, they fell through the press so quickly that neither rollers nor platen caught them. This innovation is worth putting into practice, because you never can tell when this species of accident may happen.— *R. W. Smith.*

Suggestions to Facilitate Trade-paper Make-up.

A source of continual annoyance exists in all printing establishments making a specialty of printing trade and class publications, through the nonexistence of an efficient system for locating small items scattered on various galleys and inserted promiscuously as fillers throughout the pages of the publication for which they have been set. As the dummy comes from the editor to the make-up in the composing-room most items therein are marked with a blue pencil, indicating galley upon which they are to be found. In the case of long articles this plan answers, but when two and three line items are isolated from the group with which they were originally set, confusion results, from the

fact that either no galley number is shown, or, if it does show, it is only in part, as in clipping small items part of the galley number is cut off. All this annoyance and wasted time could be dispensed with by the adoption of the suggestion which follows:

As is well known, the galley-proofs which are used for making up dummies are usually pulled on colored paper, with galley number and name of publication at the head of each. A printing-house doing considerable work in this line could expedite this feature in its own establishment, and that of its customers, by furnishing the latter with colored or dummy galley-proofs which are numbered their entire length in some distinctive ink and with heavy, extended pica figures, the type being set as compactly as possible, so that even a two-line nonpareil item could not enter the dummy without bearing its proper galley number distinctly. This might appear at first to be a considerable undertaking, but is not, because it would only be necessary to cast on the linotype machine a narrow-measure galley length of figures ranging from 1 to 10, and series letters sufficient to cover the highest number of galleys required on the largest publication handled. Thus the galley number on a publication whose highest numbered galley is 50 would read E 10, etc. A large stock of such colored proof paper could be so numbered at one time, and the same series could be used for all publications without confliction. The time saved in both editorial and composing rooms must be obvious.— *John L. Grabe.*

SUGGESTION.— It is not necessary to print the galley number down the side of the proof. If the galley boy, foreman or the editor will mark each item in the dummy proof, with the galley number, there will be obtained a satisfactory record of the place where items may be found. All dummy proofs are blue-penciled with the galley number before they are cut up for pasting dummy in systematic order, where much magazine work is done.— EDITOR.

Filing Articles and Advertisements.

I am clipping every month, after reading THE INLAND PRINTER, those pages that I feel would likely be wanted for reference in the future, and mark the month and year on each page; but I never mutilate a page. Although the article or advertisement I want to preserve may be only two lines, the entire page is taken out, so that the whole may be bound with a Security binder.— *Morris Magil, Philadelphia.*

A Satisfactory Way of Using Steel Perforating-rule.

More shops would use perforating-rules locked with form on jobs, if they could be sure of running the work through so as to perforate clean and even without cutting rollers or pulling sheets into them.

I have even seen presses with the imprint of perforating-rules in the platen.

When the perforating-rule is purchased, try to find some that will imitate the modern slot-perforation, thus: —— —— —— —— ——. This makes a much cleaner and more even tear.

In locking up, place a short piece of two or six point rule, butt up, at each end of perforating-rule, and, by having your rule long enough, these short pieces will print on tympan and not on sheet to be printed.

If a piece of three-ply cardboard, or thin pressboard, is pasted on back of form of type (but not on the perforating-rule), and the whole planed down evenly, the perforating-rule will not make any cut in the paper when placed on the press, but by building up the platen with a piece of pressboard, just on a line with the perforating-rule and not over the printed part, the perforation will be sharp and about right when one or two manila paper draw-sheets are placed over the make-ready.

In order to prevent the perforating-rule from cutting your draw-sheets in two, cut a narrow strip of gummed binding-tape and glue onto the place where the rule prints, being careful not to let the strip paste over onto any of the type-form impression.

If sheets show a tendency to pull off into rollers, wipe the perforating-rule with an oily rag. If this has no effect, a strong piece of waxed twine may be stretched from gripper to gripper, above the form, and small rubber bands stretched vertically from this to another piece of twine on grippers below the form.

Should this be inefficient to pull sheet or card from perforation-rule, fasten a piece of ½ or ¼ inch cotton elastic or garter elastic on strings stretched from gripper to gripper. But place this elastic so that the perforating-rule prints right through it before perforating the sheet. This does the work.

When using press perforating in this manner don't forget it serves the customer just as well as machine perforating, and he should therefore be charged accordingly, as these little savings are the printer's, not the customer's.— *R. W. Smith.*



SEINING ON THE COLUMBIA RIVER.
Photograph by Floyd Bushnell, member Butte Typographical Union.

Trade Notes

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Schools to Have Printing Plant.

School authorities in many towns and cities throughout the country are making preparations to install printing plants in grammar and other schools. A number of these already have been established. At Springfield, Massachusetts, in addition to setting type, the boys will be taught to make zinc etchings of drawings done in their drawing-work at school, and will print these on the presses. It is the purpose also to issue a school newspaper. In preparation for their printing studies the boys have been at work at their woodworking benches making galleys and racks for holding type-cases. When the plant is completed, the students will be set to work printing tickets, notices for the schools, business cards and circulars.

Richardson Appointed State Printer.

Friend W. Richardson, editor of the Berkeley *Gazette*, has been appointed State Printer for California. Governor Johnson made the appointment late in November, following the resignation of W. W. Shannon, whose régime as State Printer was under investigation brought about by charges of irregularity in the purchase of State supplies. Mr. Richardson is a well-known printer and publisher. He has been in the newspaper and printing business, including job-printing, for the past fifteen years. For the last eight years he has been president of the California Press Association. In accepting the office, he declared it his purpose to reduce the cost of school text-books, " so as to lighten the burden upon parents."

Paper Company Banquets Employees.

An elaborate Thanksgiving dinner was given by the Union Card & Paper Company, 45 Beekman street, New York, to its employees, on the evening of December 2, at the Café Boulevard, that city. All of the appointments were first-class, especial effort being made to insure as high-class and elaborate entertainment as features the best affairs of this kind among business men. An exceptional feature was that not a single employee was barred, which is said to be the first instance of a paper-house giving a dinner of this character to its entire working force.

The large private dining-room of the famous café was profusely decorated with American flags and flowers, and a Hungarian string orchestra provided music throughout the dinner. The beautiful menu was printed in black and red, on deckle-edge Omodaka Japan, Natural Antique, with the trade-mark of the Union Card & Paper Company embossed on the front cover, and the traditional turkey on the menu itself. Every item on the menu bore the name of one of the brands of the company. The trade-mark also was embossed on the elegantly engraved invitations and name-cards.

A lecture on " Papermaking," illustrated by moving pictures, delivered by C. W. Dearden, of the Strathmore Paper Company, was a striking feature of the after-dinner program. This was followed by a vaudeville moving-picture show, the films being entirely new.

The Union Card & Paper Company is to be congratulated on the fine spirit shown in this treatment of its employees. About eighty persons participated and voted the affair an unusual success.

Typographical Unions Repudiate McNamaras.

Almost immediately after the confessions of the McNamara brothers at Los Angeles, typographical unions throughout the country began the adoption of strong resolutions repudiating the criminals and calling for stern punishment of every one connected with the Los Angeles crime. Many of the resolutions, adopted before sentence was passed, strongly opposed clemency and asked that the maximum penalty of the law be meted out. The Los Angeles Typographical Union's special meeting was called to express " our reprobation of such dastardly methods," and the resolution and statement adopted declared that the union's officials at the time the Los Angeles *Times* building was blown up asked that a special grand jury be impaneled to investigate the tragedy, and further asserted that it " instantly came to the aid of that newspaper and composed the issue of that morning." Printing craftsmen everywhere exhibited a deep feeling over the affair, and were more or less humiliated on account of the fact that the arch criminal is a printer by trade.

Court Knocks Out Printing Contract.

A decision was recently handed down by the Supreme Court of Maine rendering void a contract made by the State with the Sentinel Publishing Company, of Waterville, for the execution of the State's printing. The contract was declared void on the ground that Secretary of State Cyrus W. Davis is a stockholder and treasurer of the Sentinel Company. The law requires that no person holding a place of trust in any State office shall be pecuniarily interested, directly or indirectly, in any contracts made in behalf of the State. New bids have been called for.

Master Printers Enjoy Annual Oyster Roast.

" The Full Money Drawer " was the subject of the principal address, by R. S. Denham, of Cleveland, Ohio, at the annual oyster roast of Washington (D. C.) employing printers and members of allied trades, on November 20, at Hall's café. Each diner was given a fancy white apron as he entered the dining-room, where group pictures were taken later. George P. Fielden entertained on the piano, and popular songs by all enlivened the event until a late hour. Lew Thayer and W. B. Shaw were the committee in charge, and William H. Delaney acted as secretary of the committee.

New Typesetting Machine Company Incorporated.

The International Typesetting Machine Company, of New York, was incorporated on November 22, with a capital of $4,000,000. The directors include Herman Ridder, the well-known publisher, and W. S. Scudder and Joseph E. Ridder, all of New York.

Same Wage Scale for Twenty Years.

Employing printers of Washington, D. C., recently received notice from Columbia Typographical Union, No. 101, that an opening of the scale to readjust wages is demanded. According to the *Times* of that city, a readjustment of the local job-printers' wage scale has not been made in twenty years. Eighteen dollars a week is the present minimum rate, which was adopted twenty years ago.

Popular Chicago Printer Goes to Grand Rapids.

H. L. Merry, general superintendent and manager of sales of Stromberg, Allen & Co., Chicago, goes to Grand Rapids, Michigan, January 1, to become manager of Dickinson Brothers. Mr. Merry is one of the Board of Governors of the Printing Crafts Association, a member of the Standing Scale Committee of the Employing Printers' Association and a strong advocate of the Ben Franklin movement.

North Carolina Printers Have Good Meeting.

More than one hundred employing printers of the State attended the first North Carolina Cost Congress, held at Greensboro, on November 22-23. In addition there were about fifty out-of-state visitors in attendance. The delegates were welcomed by Mayor Thomas J. Murphy, while J. A. Brady, of Statesville, made able response. One of the chief features of the meeting was an illustrated lecture on the Standard cost-finding system, by H. W. Flagg, secretary of the United Typothetæ of America. An address was delivered by Franklin W. Heath, of Philadelphia, on "What Cost Systems Have Done for Other Sections of the Country." N. T. Broughton, of Raleigh, spoke of "The Growth of the Printing Business in North Carolina."

North Carolina printers have been making splendid progress along coöperative lines, and it is expected that the effect of this meeting will be to enlist the sympathy and support of practically every printer in the State in the movement to elevate the trade relative to its business standing.

A new organization, to be known as the North Carolina Master Printers' Association, is an outcome of the congress. The association starts out with an enrolled membership of sixty of the best publishing and printing firms of the State. The following officers were elected: President, H. E. Seeman, of Durham; vice-president, J. J. Stone, of Greensboro; secretary-treasurer, C. G. Harrison, of Greensboro.

Printer to Become Postmaster.

John W. Little, a printer whose name has become well known to thousands of Eastern business men through his unique advertising blotters, has been slated for appointment as postmaster of Pawtucket, Rhode Island. Mr. Little established a printing business in Pawtucket in 1886. In recent years he has specialized on mill printing and sample-cards. About twelve years ago he began the practice of sending out monthly blotters and calendars. Being a sincere Christian, he conceived the idea that he could further the Christian spirit while advertising his business, and on every blotter and calendar sent to his prospective customers was printed a scriptural quotation applicable to the month or to the trade. It was an innovation, and has helped to bring distinction to the advertiser. Mr. Little is president of the Master Printers' Association of Rhode Island, and is one of Pawtucket's most respected citizens.

Fire Destroys Big Southern Plant.

On November 24, the big printing, binding, lithographing and engraving plant of Roberts & Son, at Birmingham, Alabama, was completely destroyed by fire, which is thought to have originated in a furniture store in the building occupied by this well-known Alabama printing-house. Robert W. Ewing, president of the company, at once set about with determination to carry on the big business with as little inconvenience to the house's patrons as was possible under the circumstances. He announced in the newspapers on the day following the fire that arrangements would be made, by leasing other plants in Birmingham and elsewhere, to handle all orders which Roberts & Son had in the house and take care of all new business with usual promptness and accuracy. Showing the high esteem in which the house is held by members of the trade, practically every printing and binding establishment in Birmingham and many concerns in the State and throughout the country promptly tendered the facilities of their plants to Roberts & Son in this emergency, for which President Ewing has asked THE INLAND PRINTER to extend his heartfelt thanks and sincere appreciation.

The firm of Roberts & Son was established in 1872, being incorporated a little later, and has been under the present management for about five years. In addition to President Ewing the officers who deserve praise for the splendid name the company has achieved, and for the masterful manner in which the fire catastrophe was met, are: Richard W. Massey, vice-president; James G. Smith, secretary and treasurer, and G. F. Thum, superintendent of the plant. Among the company's stockholders are about twenty-five of Birmingham's most substantial business men, who are represented by the following directors in addition to the officers: W. D. Dickerson, E. M. Tutwiler, C. W. Ufford, Hill Ferguson, and Richard V. Evans. New equipment has been ordered, and "The Big Alabama House," by which name it is known throughout the Southern territory, will soon open, bigger and better than ever before.

Advises Printers to Buy Weeklies.

The Hon. Lafayette Young, ex-United States Senator from Iowa, and one of the country's best-known newspaper men, was the guest of honor at a recent banquet of Typographical Union No. 73, of Ottumwa, Iowa. In his address to the printers, Mr. Young took occasion to relate some of his experiences and, incidentally, to offer a little advice. He said:

"Every promotion I got while working came through the use of booze by my fellow printers. I have many obligations to booze. From Des Moines I went to St. Louis, where I worked two years. One of my habits there was to save $10 each week out of my wages, and see Joe Jefferson play 'Rip Van Winkle.' I believe I could recite all the lines of that play and go through all the actions across stage. In those two years I saved $1,000, and then I came back to Iowa, got married and started my paper in Atlantic. My education was earned in newspaper offices, and in this connection I might say that the fellow who sets type gets a splendid education, and one of the best investments is to be always at the job. While at Atlantic I studied in the night school. I needed more knowledge, and that is something there is hardly a man who does not need. I have been studying since and expect to keep it up. To the young men

here I want to say that there is no necessity for you working for any newspaper. Any one of you could go to a hundred places in Iowa, buy out a weekly from some old drone, and by working and improving every minute of your time you will succeed. You should start right after receiving your pay-check Saturday. Half of the battle is in starting. If, on the other hand, you are going to work for some one else all your life, get the habit of saving your money. The world esteems any clean young man, whether he be a printer or a cigarmaker. Some say, 'I'm just a printer.' That is not fair. You must not be dissatisfied. Better your condition. I would commend a country weekly to any young printer. It produces a nice income, you have your leisure time to improve your mind, and your say in the community. It is independence. I do not know of a better future than that offered by the country weekly, operated by a live young man who is not afraid of work and who desires to better himself."

Cleanliness in printing-offices was advocated by Mr. Young. He said that the art of setting type could be made a real enjoyment under right conditions and with proper surroundings. As a concluding message he urged his fellow printers to cultivate a hobby outside of their regular work. He believed that some study — astronomy, music, or anything else of like character — would help to broaden their minds and make them more capable in their work on the newspapers and in the printing-offices.

The Francis Chapel Jollifies.

The Charles Francis Press Mutual Benefit Society held its fourth annual ball on Saturday evening, December 9. In a neatly printed program under the caption "A Few Facts," the society's membership is given as 109, all male employees who are earning $12 a week or more being eligible. Last year more than $217 was expended in benefits. The officers are: C. Eisenhardt, president; A. Bigalke, vice-president; F. R. Jantzen, secretary-treasurer; C. Greenspun, sergeant-at-arms.

Minneapolis Organizations to Merge.

With 160 in attendance, the dinner on December 12 of the Minneapolis Ben Franklin Club established a record. W. C. Edgar, of the *Northwestern Miller*, gave an interesting reminiscential talk covering a quarter of a century. Fred L. Smith, member of the United Typothetæ Executive Board, spoke on the organization outlook in the country. He advocated the adoption of Typothetæ's new constitution, and it is expected the Ben Franklin Club and local Typothetæ will coalesce at the next meeting on Franklin's birthday.

Novel Window Show.

Resurrecting printing methods of almost two centuries ago, the Buffalo *Times* recently demonstrated in its office windows the progress that has been made since the time of Franklin. Passers-by gathered in front of the building and watched the slow and heavy movement of an old-time press as it laboriously turned and slid back and forth on its flat bed. Representing Benjamin Franklin, an old printer dressed in the costume of that time made an effective picture as he swung to his work. An occasional cuffing of the "devil's" ears, then the usual method of punishment, and the grimaces of that important personage, introduced a comedy element that was not lost on the spectators. Neatly printed cards were run off the press and distributed as souvenirs. In contrast to the old press was a display of photographs of Linotypes, big presses, etc., the implements which are now used in the printing of a large newspaper.

Fred Klein Company Moves.

The Fred Klein Company, of Chicago, has moved into larger quarters, at 626-636 South Clark street. This concern does linotype composition in almost every language, and is well-known to the trade throughout the West.

Master Printers' Convention.

The small printer, the large printer, the country printer, the city printer — all printers and members of the allied trades in New York, Pennsylvania, Maryland, New Jersey, Delaware and the District of Columbia, are urgently requested to attend the Master Printers' Convention and Cost Congress of the Middle Atlantic States, to be held in Scottish Rite Hall, Philadelphia, January 16 and 17. Chadwick P. Cummings, secretary of the Printers' Board of Trade of Philadelphia, is sending out some splendid literature advertising the meeting. We reproduce on this page



THE only way to eradicate a general evil, is for all concerned to combine and wage a war of extermination. The printing business has an insidious and crafty enemy known as irremunerable prices, now encamped over the whole field of the Art Preservative.

Individual effort to dislodge this foe has proven abortive. What is urgently needed is a combination of all the forces now engaged in printing for profit, thoroughly and effectively trained with the right kind of arms and ammunition.

The leading printers of the United States have undertaken, with the co-operation of their fellows, to raise such a force, and equip it with the proper knowledge and good fighting spirit, enabling it to resist all attacks. Already there are many printers in certain parts of the country formed into companies, willing, earnest and determined, ready to join in battle against the common adversary.

The enemy is strongly entrenched, however, and it will require many men and a great battle to win the day Are you, Mr. Reader, willing to go on the firing line, or do you prefer skulking behind to see how the fight goes before showing yourself? Every able-bodied man willing to enlist in this war for betterment of trade conditions, should attend the COST CONGRESS to be held in Philadelphia January 16th and 17th, 1912. A drill by experienced officers will take place, and every invited printer should be on hand to learn how to shoot straight for profitable prices.

By order
COMMITTEE OF COMMERCIAL SAFETY.

A CALL TO ARMS OF MIDDLE ATLANTIC STATES PRINTERS.

a "War" circular, signed by the "Committee of Commercial Safety," which is a convincing argument for coöperation, and should get the attention of all members of the trade. The outlook for a record-breaking meeting is bright, and arrangements are being made to take care of a history-making crowd. On the tentative program, for addresses and papers, are the names of many of the best-known American printers, and it can be stated with positive assurance that a big treat is in store for those who attend.

Colorado Cost Congress.

G. E. Hosmer and William G. Chamberlain, Jr., as chairman and secretary, respectively, of the Committee of Arrangements, are out with a strong appeal for the Colorado Cost Congress to be held at Denver, on January 8 and 9. They maintain that a State organization should be formed, and say: "Please notice that it is as manufacturers we seek to get together to get at what the operation of printing, whether in a large or small establishment, is costing us as owners of the establishments. In no sense is

it contemplated to organize a trust to regulate what shall be the percentage of profit you may elect to charge your customers." A carefully prepared program is promised, with H. W. Flagg, western secretary of the United Typothetæ, as one of the principal speakers.

Passing of an Old Friend.

For years we have scanned with interest and pleasure *Cowans*, the house organ of Alex. Cowan & Sons, the Australasian printers' supply men. Considering the field, *Cowans* was in a class by itself. The employing printers having adopted *The Australian Printer* as their official organ, the company announces the discontinuance of our old visitor. In a valedictory note the company says it feared a clash if both publications remained, and so "we retire gracefully in order that there may be no impediment put in the way of the success of our contemporary," which is wished every success.

Second Pacific Coast Cost Congress.

"The greatest educational and entertainment feast ever set before the printers of the West is now in course of preparation," is the way the Publicity Committee expresses it, in referring to the Second Pacific Coast Printers' Cost Congress, to be held at Los Angeles, February 19 to 22. It is the purpose of the Program Committee to present the finest array of talent ever secured for a printers' convention, and the Publicity Committee has outlined a campaign which is designed to acquaint every employing printer in the Far West with the importance of the forthcoming meeting. E. J. Elson, 138 South Hill street, Los Angeles, is chairman of the General Committee of Arrangements.

Centenary of the Cylinder Press.

The Old Time Printing Pressmen's Association of Chicago, an organization of pressmen who have been in the trade for twenty years or more, celebrated on December 5 the centenary of the cylinder printing-press by a banquet at the Masonic Temple, Chicago. In 1811 Koenig placed in operation in England the first cylinder press in the London *Times* — the "Thunderer," dear to the hearts of true-born Britons. The centenary celebration and banquet were in the nature of a reunion of the old-time pressmen, and brought many of them from distant cities for the occasion. John Kyle, superintendent of the press department of the Curtis Publishing Company, of Philadelphia, was one of the principal speakers, voicing his pleasure in meeting his old friends and giving many incidents instructive and amusing of by-gone times. Herman Feitsch, Jr., spoke of the great work done in the past and present by Chicago pressmen in developing by inventive skill and high technical knowledge the various processes in printing — naming Goss, Miehle and others who have earned world-wide fame. Judge Marcus Kavanaugh spoke of the social and domestic felicity evidenced by the presence of the wives and children of the pressmen present and enjoying with them the fraternal spirit, which makes life truly what it is meant to be. Among the notables was Henry Wendorff, who printed the first colored supplement for a newspaper. This was for the *Inter Ocean*, on which Saalburg was the directing artist. Mr. Wendorff was for many years superintendent of the New York *World* pressrooms, and is now retired from the printing business. There are few men who can handle color or presses like Henry. The celebration was the most successful in the history of the organization, due in the main to the devoted efforts of J. L. Regan, who has taken the most heart-whole interest in the association since it was formed.

Pulitzer's School of Journalism.

Erection of the new building for the University of Columbia's new School of Journalism was begun at New York city last month. The site selected is at Broadway and One Hundred and Sixteenth street. The building will have a frontage of 60 feet on Broadway and 250 feet on One Hundred and Sixteenth street. The school is an enterprise of the late Joseph Pulitzer, publisher of the New York *World*, whose endowments amount to $2,000,000.

Chicago Ben Franklin Club Elects New Officers.

At the annual meeting of the Chicago Ben Franklin Club, held December 14, at the clubrooms of the Chicago Advertising Association, officers for the ensuing year were elected as follows: President, J. J. Miller; vice-president, J. W. Hastie; treasurer, Julius C. Kirchner. Directors: W. J. Hartman, C. G. Thompson, T. F. Walton, E. F. Hamm, H. R. Grant, W. H. Sleepeck, J. I. Oswald, and J. A. Singler. President-elect Miller, in thanking the members for the high honor conferred on him, stated that his predecessor — Mr. Hartman — had set such a strenuous pace, he felt somewhat doubtful as to his ability to carry the work along with that ginger which has characterized it in the past. But he would do his utmost, hoping that the membership would come to his support and make up for the deficiency. The new vice-president — J. W. Hastie — among other things said that the measure of success he had achieved as a business man was due, in large degree, to his membership in the Ben Franklin Club and to his association with its members — a statement which brought forth a volley of applause.

Harry Allen, who has been appointed secretary of the national organization, made an extended talk on the general movement, and was given a hearty reception. Mr. Allen was the secretary of the St. Louis Ben Franklin Club, and is identified with the splendid success which that organization has achieved.

Before adjournment a committee was appointed to confer with the chief factory inspector relative to recent unreasonable orders affecting ventilation, and the placing of safeguards on printing machinery.

UNIVERSITY TO TEACH PRINTERS' COSTS.

Practical cost accounting for printers is the subject of a course to be started by the extension division of the University of Wisconsin on February 1, in coöperation with the Ben Franklin Club of Milwaukee. Lectures and demonstrations will be given by instructors from the university in classes which will meet regularly. Plans are also being made to offer this printers' course later through the correspondence-study department of the extension division, so that any printer in the State may take advantage of the opportunity to study modern methods of determining printing costs.

OFFENSIVE OFFICERS.

"Billie Longears is awfully sore on the police — "

"Yes. They've arrested him four times now, and each time they've taken him to the pound instead of to jail." — *Harper's Weekly.*

THE INSPIRED COMPOSITOR.

This room is to be finished in a combination of mahogany and white enameled woodwork, French reminiscence.— *Houston Chronicle.*

Obituary

Cyrus B. Langley.

Cyrus B. Langley, the oldest printer in Chicago, and for the past thirty-two years employed in the postoffice, died on December 8, aged eighty-six years. Death resulted from injuries received a few days previously, when he was struck by a street car. Mr. Langley had resided in Chicago for sixty-six years, having come from New Hampshire, his native State, when only twenty years of age. Half a century ago he was vice-president of the Chicago Typographical Union. In 1868 he served as delegate to the international convention of the typographical union, held at Boston. He also had been a newspaper proprietor, being one of the owners of the old Chicago *Post* in 1879. Later he was foreman of the composing-room of the Chicago *Tribune*.

Charles Spencer Francis.

Charles Spencer Francis, proprietor of the Troy (N. Y.) *Times*, and formerly ambassador to Austria and minister to Greece, Roumania and Servia, died on December 2 at his home in Troy. Mr. Francis was a practical printer, having learned the trade on the *Times*, which was founded by his father, John M. Francis. After learning the practical end of the business, he entered Cornell University, graduating in 1877. He became noted as an athlete while at Cornell, and in 1876, on Saratoga Lake, won the intercollegiate single-scull championship of America, a high distinction in the college history of this country. The time he made on that occasion still stands as the world's intercollegiate record. Mr. Francis was active in the public affairs of state and nation, as well as in those of his city. In charitable work he was a practical and energetic toiler. He was the founder of the Troy Fresh Air Fund, which has been a boon to thousands of children of his native city. Mr. Francis was fifty-eight years old. He is survived by his widow, two sons and three daughters. John M. Francis, the elder son, is city editor of the Troy *Times*.

James G. Campbell.

James G. Campbell, well-known representative of the Miehle Printing Press & Manufacturing Company, died at his home in Morgan Park, Chicago, on December 6. He had been salesman for the big printing-press house, with Missouri and part of Illinois as his territory, and St. Louis as his headquarters, since February, 1906, and was regarded by the company as one of its most efficient and reliable representatives. Mr. Campbell's first connection with the printing-press trade was in 1877, when he entered the employ of the Campbell Printing Press Company. He was not, however, related to Mr. Andrew Campbell, for whom the company was named. He had been a practical pressman, working in New York city, and entered the Campbell concern with the purpose of becoming a salesman. His technical knowledge was a great aid to him later, and it is said that he personally erected almost every press he sold. He gained an enviable reputation as a salesman, being considered one of the best in America in the flat-bed printing-press field. Afterward he became affiliated with the Chicago office of the Campbell Company, and remained with that concern until it discontinued the manufacture of printing-presses, when he entered the employ of the Miehle house. Mr. Campbell was highly regarded by every one with whom he had business relations, and his many friends and acquaintances will deeply regret his departure.

Thomas F. Gilroy.

Thomas F. Gilroy, former mayor of New York, and a printer by trade, died on December 1, at his home, in Far Rockaway, New York. It was during "Boss" Tweed's reign that Mr. Gilroy became interested in politics. One night, while setting type at the case, he laid down his stick and said: "This is the last stickful I'll ever set. I think I have brains enough to earn my living in another way." The young printer was shortly afterward appointed to a minor political job, and later was made "Boss" Tweed's messenger. He soon became a power in the Tammany organization, and steadily forged to the front. In 1893 he was elected mayor. It was during his term of office that the famed Lexow committee made its exposure of the Tweed government, but Mr. Gilroy came out of the investigation with a clean personal record. He declined, however, to accept a renomination for the office of mayor, later becoming president of the Twelfth Ward Bank.

Mr. Gilroy was born in Ireland, January 3, 1840, and came to America, with his parents, when he was five years old.

Michael McCanany.

Michael McCanany, proprietor of the Globe Printing Company, Milwaukee, Wisconsin, who won fame during the reconstruction days in Arkansas, died at his home, in Milwaukee, on November 26. At one time Mr. McCanany was a tramp printer. He later worked at the case in Memphis, Tennessee. Going to Arkansas, he established a newspaper, and took an active part in the struggle between Elisha Baxter and Joseph Brooks, Republican and Democratic candidates, respectively, for the governorship of the State in 1872. Baxter was declared elected, but Brooks brought suit to contest. When the case was called in court, the former was not represented, and the judge, John Whytock, gave judgment for Brooks. The following account of what then took place is taken from a special dispatch to the Little Rock (Ark.) *Gazette:*

> Attended by a band of followers, Brooks went to the statehouse at Little Rock and, at the point of a revolver, compelled Baxter to vacate. He fled to a suburb and summoned McCanany, who ran a newspaper at Jacksonport, and had been Baxter's trusted lieutenant. McCanany advised against trying to secure the reinstatement of Baxter by peaceful means. Baxter commissioned McCanany adjutant-general, and the latter at once collected an army of three thousand men to drive Brooks out of the statehouse.
>
> The biggest "battle" of the "war" took place when a boat containing a detachment of Baxter supporters was fired upon by a party of their opponents on land and about a dozen killed on each side.
>
> Two days after this fight the legislature decided Baxter entitled to the office. At this point President Grant took a hand in the row by declaring Baxter the legal governor and ordering Federal troops to drive Brooks out of the statehouse if he did not leave it in ten days. This ended the struggle.

Book Review

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

Specimens of Printing from France.

Those interested in the typography of various countries will find satisfaction in reviewing some of the work of students of the trade course of the Association of Printers of Bordeaux, France. The work has been done during the school year, and has been gotten out in booklet form. The price is 15 cents a copy, or ten copies for $1.20.

Sanford's Manual of Color.

Students of color will find much that is interesting and profitable in the above-named book. It is written clearly and plainly, and covers in a brief manner the question of color and its application to various purposes. The entire work is made plain by a hexagon color-guide, which shows not only the complete analysis of color, but also the harmony of colors, by placing all complements opposite each other. The book is cloth-bound, 33 pages, and can be had by mail, postpaid, for 80 cents. For sale by The Inland Printer Company.

"Ads. and Sales."

"Ads. and Sales," by Herbert N. Casson, published by A. C. McClurg & Co., Chicago, and printed by the Plimpton Press, Norwood, Massachusetts, is a contribution of unusual value to business literature. The work is written in an easy, intimate style, with a wealth of allusion that proves the author's close acquaintance with the details of sales transactions of historic importance. The subjects are treated comprehensively and definitely. The reader will find instruction, interest, entertainment and inspiration in the work. Mechanically, it is most attractive. It is a 6 by 9 format, bound in ribbed dark-crimson buckram, with title and back stamp in gold. The end-papers are of heavy plate paper, and the text printed with a fine uniformity of color, in Cheltenham old-style, on pages with handsome, wide margins. The book contains 167 pages, and sells for $2 net. For sale by The Inland Printer Company.

A Book on Printing.

The "Text-book of Typography" (in German), by August Muller, is full of valuable information to those who have to do with printing. Mr. Muller is editor of the *Schweizer Graphischen Mitteilungen*, and an authority on the subject. The work is comprehensive, and the table of contents carries one from the discovery and development of the art of printing down to the use of the most modern processes. In the discussion of the earlier periods of printing many reproductions of manuscripts are shown, while the chapters on the typography of the present are replete with excellent examples of various kinds of work. The book deals with every branch of the trade, and contains valuable information regarding each department. It is cloth-bound, and consists of 600 pages, with 286 illustrations and 10 colored inserts. The text is in German. It is published by J. J. Weber, Leipzig, Germany, and the price is $1.50.

Photographic Annuals for 1912.

One thousand four hundred and thirty-six pages of information for photographers, which includes both advertising and text matter, is the contribution to photographic literature of the "British Journal Photographic Almanac" for 1912, for which George Murphy, Incorporated, 57 East Ninth street, New York, is the sole sales agent in the United States. The book is 5 by 7¼ inches in size and 2½ inches thick, and is encyclopedic in character. It is big money's worth for any one interested in photography or processwork. Paper, 50 cents; cloth, $1.

The "American Annual of Photography" for 1912, of which George Murphy, Incorporated, 57 East Ninth street, New York, is general sales agent, is filled with practical articles for photographers. These articles, 325 in number, are exemplified with many line cuts and half-tones, the latter being not only attractive in subject, but of fine technic. These illustrations, 200 in all, are specimens of the current work of the world's best-known photographers. Thirty-two plates are in color. Paper, 75 cents; postage 15 cents extra. Cloth, $1.25; postage 20 cents extra.

WHAT THE MODERN PRINTER MUST KNOW.

Jacob Gross, who is at the head of a large printing establishment in Cleveland, Ohio, made the following interesting statement recently relative to the development of printing and the knowledge which the modern successful printer must possess:

"Printing is getting to be a profession, and to be successful a man must have ample knowledge of many things. It is the sixth largest business in volume in the country, and the change that has come about even in ten years is remarkable. The demand for superior catalogue work has contributed to bring this about, and to-day more attention is paid to effect, which is necessary in these days of keen competition. Few persons, even the patrons, have an idea of what the printer has to go through in high-grade catalogue work. He must be sure that his type is just right, the colors must harmonize, the borders must be in keeping with the general appearance and sometimes old photographs must be retouched to bring out the desired effect. Then there is the quality and style of paper. All of this must be considered; for the catalogue, at times, takes the place of the traveling man — it must tell its story in a concise and clever way so that it will sink in and the return mails will bring something."

COUNTRY PUBLISHERS AND THE THINGS THEY SHOULD KNOW.

BY CHARLES H. BROWNE,
Editor, *Headlight*, Horton, Kansas.

Address made before the class in journalism at Kansas State University, Lawrence, Kansas.

I WILL have to admit that I don't know anything about journalism. In fact, before I left home I meant to look up in the dictionary the meaning of the word journalism, but didn't have time because I had to get up enough copy to keep the Linotype busy while I was away. Of course, I have a more or less hazy idea of what journalism means — that it has something to do with writing for a newspaper, or a magazine. I may have met some journalists in my time, but if this is so I wasn't aware of the honor, for no one told me they were journalists. So, as a matter of fact, this little excursion down here will be more or less of an education to me, for I will get a chance to rub up against some fledgling journalists, and possibly find out what a journalist should know.

It comes to me that a journalist is some sort of a reporter, or space writer, or editorial man, or paragrapher, or something like that. Never having had any experience except that secured in a country printing-office, this puts me out of the running for journalistic honors. But twelve years of continuous — and three or four years intermittent — work in the country newspaper business has hammered some things into my head, and probably some of them are things that none of us can learn from books, but must have pounded into us. Book learning is easily forgotten, but the knowledge that comes from bitter experience generally sticks with us. If any of you have set your heads on being editors of country newspapers, what advice I may offer may be of some help to you, although I expect those of you who are inclined toward the country weekly already know just how you intend to run it, and the best way to make a pronounced success. The reason I say this is because I had it all figured out myself before I got my own paper, and ever since I did get it I have been revising and changing those plans, and finally must acknowledge that I knew darn little about the whole proposition. So if any of my remarks seem discouraging or harsh, just remember that I am trying to keep you from making the mistake of your lives, and am endeavoring to persuade you to go back to the farm, or to the store, or the railroad, or any other place where the money comes easier, and life isn't quite so strenuous.

HOW TO ACHIEVE SUCCESS.

My idea of it is that the country newspaper man who wants to be successful should be developed in three different and distinct ways. He may be a writer, he ought to be a printer, and he must be a business man. To my notion, while a newspaper is nothing but what is written for it, no matter how clever a writer or thinker the editor may be, the paper will soon be less than nothing if he is not a business man. Editors of country newspapers — and about ninety-five per cent of the editors in Kansas are country editors — can not afford to hire business managers. They must manage their own business. Some of them manage it well — the most of them do not. It is my candid opinion that there are more failures running newspapers the country over than are to be found in any other line of business. Some country editors are content to eke out an existence with what the business men of their community dole out to them. They feel that the merchants are indebted to the paper — that it boosts the community, and occasionally takes a whack at the mail-order houses — and, therefore, the said merchants should let the editor run a four-inch double-column advertisement for them the year around, with about one or two changes of copy a year — the less the better — and also do their little jobs of printing — which generally amount to no more than a few letter-heads and a bunch of envelopes. In these towns the merchants also get out a wad of bills now and then, which boys peddle around from house to house. As the editor also gets to print these bills, the price of which is generally jewed down on him so that he doesn't make living wages on them, he doesn't realize that they are nothing more nor less than a reflection on the value of his newspaper as an advertising medium. Or, if he does realize it, he hasn't the nerve to holler for fear the merchant will give the job the next time to the rival printer, or to a cut-price city shop.

Such editors are evidently not journalists. And it is to be hoped that none of the journalists sent out from this university will ever be such editors. As a rule this kind of editor is in debt more or less to every business man in town, and, not being able to pay cash himself, he can not secure cash from his debtors. This class of editors thrived in the old days when railroad passes could be secured for the asking, and traveled around considerably helping out the politicians and visiting kin. But now they must stay at home. About all they have left to look forward to is a chance at the town postoffice. Proper cultivation of the congressman in power, eight or ten years of hard work, the printing of several thousand dollars' worth of complimentary notices, and luck enough to keep in the proper band-wagon, may result in the struggling editor's landing the coveted prize, which sometimes yields him $300 or $400 a year over and above clerk hire. Frequently this editor, who is not a business man, finds that the red tape and routine and rigid inspection of the postoffice make that once-coveted prize look very much like a lemon. And if by any chance he should get his postoffice cash mixed up with his printing-office accounts, the editor may even get a glimpse in his dreams of the federal penitentiary looming ahead of him.

WHEN EDITOR IS FETTERED.

And then again, the editor who isn't independent, who is in debt to his townsmen, and who knows nothing better than the hand-to-mouth existence, doesn't dare print the real news when he has the chance. As an example, in a town not one hundred miles from Lawrence, where there may be such a paper and such an editor, a big story cropped out one week. A business man suspected that the town doctor had been calling at his home when he was not present. He watched one night and saw a man leave his house. The wife admitted that the doctor had been annoying her beyond measure, but said she had been afraid to tell her husband for fear he might try to wreak vengeance. She had him sized up right. The business man got a gun, and, meeting the doctor the next day on the main street, took a few shots at him. An innocent bystander got between the two men and narrowly escaped death. The doctor lived, but brought suit against the business man for assault with intent to kill. Everybody connected with the affair was prominent, and the town seethed with the details. Did the editor print the story — the biggest one the town had produced in thirty years? Not on your tintype. He probably owed both the doctor and the business man. A paper twenty miles away had to give the news, and it couldn't print the papers fast enough to supply the demand.

So much for the editor who is not a business man. As business courses are not included in the Kansas University

curriculum, or at least not in the school of journalism, you will probably have to get your business training where the most of us got ours — in the school of experience.

Now for the printing or mechanical end of the newspaper. While it is hard to print a newspaper without news — although some editors seem to do it — and still harder to print it without printers, type and presses, the average front-office reporter " looks down " on the printer, the pressman, or any of the fellows with the dirty hands and inky aprons in the back office. Because he wears a white collar and has time to clean his finger nails, in some unexplainable manner he feels superior to the compositor or the make-up. Yet three cub reporters can be picked up where one apprentice to learn the trade is found; and a good job and cylinder pressman, who can also make up newspaper and book forms and take his turn in the advertisement alley, is harder to obtain than enough writers to get up an eight-page daily. While the young fellows with the lily-white fingers are hammering typewriters, collecting bills, chasing all over town to get a two-inch advertisement, and coming back at night to finish up their work, the boys with the dirty aprons are working their eight hours a day, and drawing fifty per cent more wages. And when they get tired of working in the country shop or the small town, they quit, go to the nearest city, take out a working-card and are soon pulling down their $4 or $5 a day. When the country-town reporter goes to the city, he endures the scowls and brief language of a city editor who appears to have no faith in any human being, and considers himself lucky if he is put on a waiting list. Don't look down on the printer in the back office. He usually has easier work and draws more pay than you do, and in addition he has a good deal of fun himself in telling the other " prints " about the " dudes " and " boneheads " in the front office.

MAKING OF A NEWSPAPER.

The making of a newspaper is considerably like building a house. The reporters and editors furnish the lumber and the brick and stone and mortar and the paint. But a great deal depends on the men who lay the foundations, build the walls and do the finishing. Should they so desire they can raise a beautiful structure, or they can throw together an abomination in the sight of all. They can ruin all that beautiful material; they can spoil the best story ever written; they can wreck the fondest hopes. A careless error on the printed page can make an editor the laughing stock of his town, and yet the fault is not his. What can he do?

Here's what he can do, and here's what each young fellow must do who wishes to begin at the bottom and reach the top in newspaper work. He must know the sizes of the lumber he is using, the elements of the mortar that is being mixed, the strength and measurements of his foundations, if he would be saved trouble, and worry, and money, and time. How many of you know the difference between a nonpareil and a pica, the number of ems to an inch, the width of a newspaper column, or whether you can use a matrix or must have a type-high electro from some foreign advertiser? How many points make a pica? What is the best time of year to buy rollers? What does the ordinary news-print cost? Should matter be set leaded, slugged or solid? Is it cheaper to get along with girl typesetters or buy a Linotype? Who of you can tell me the number of ems there are in a square of legal matter, and what is the lawful charge allowed by statute? How wide should a brief be set, and how long must the page be? These things are quite technical, I am willing to admit, but the man who hopes to run a country newspaper and make money must know them. And these are only a few that come to mind. Every year newspaper work, in the country as well as the city, becomes more mechanical, more technical. The editor or owner of the small plant who has not at least the principles of the mechanical part within his grasp is bound to be harassed, and worried, and plunged into the depths of gloom and debt. Here's a sample: My office installed a Model 5 Standard Linotype not long ago. Having worked on a Linotype myself, and being more or less familiar with the two thousand parts of the animal, I superintended the setting up of the new machine, taught a printer in the office who had never before seen one how to operate it, and became my own machinist. The first year our entire supplies and repairs amounted to but $5 or $6 and we were never laid out half a day by breakdowns or accidents. The Linotype does some wonderful work — is really one of the great inventions of this age — and it is quite a complicated machine. Another newspaper not a great distance away installed a machine exactly like ours at about the same time. Their bill of repairs the first year was $250, and they were forced to secure linotype machinists from St. Joseph and other cities on various occasions to put the critter on its feet after it had refused to work any longer.

MUST KNOW HIS BUSINESS.

The would-be editor can not be too familiar with his machinery, his type, his motive power and his workmen. The foreman may tell you an advertisement " can't be set " a certain way, or that your most important editorial " won't go in," on account of lack of space. A good customer may go to the other fellow's office and get just what he wants because neither you nor your printers know your business. Through ignorance you may make contracts for all advertisements to have position top of column surrounded by pure reading-matter, and then spend three months clearing the matter up by correspondence after you find out that somebody's advertisements have to go at the bottom of the page, and several of them must be jammed together. The biggest advertiser in town may give you a market basketful of copy and a dray-load of cuts with instructions to make a page of it, and then after the advertisement is set, find out that he must cut some of it out, put on a bigger head and use larger cuts. The foreman fumes, the printers cuss, and you either lose all the profit in the advertisement, if you change it, or lose the customer if you refuse to. The man with the technical understanding plans the advertisement before he leaves the customer's store, and by his knowledge of points and picas, can figure in short order whether all the matter and cuts can be used. And a thousand other similar things might be cited.

You may think because Colonel Nelson, of the Kansas City *Star*, never worked at the case that this talk of mine is mostly bosh. Colonel Nelson is one of the exceptions that prove the rule, and you might also figure that not many of us will have the money, opportunity or brains to start a small paper at the right time in a coming city, as he did. Ned Beck, acting managing editor of the Chicago *Tribune*, learned all the dirty work about the printing business in his father's office, the *Recorder*, at Holton. He is about at the top of the ladder now, and probably the printer's training helped him more than a little. I believe I am safe in saying that the most of the men who run the biggest and best papers in Kansas have inked the forms, and kicked the job press, and set their string of type on many an occasion. William Allen White and Ewing Herbert worked together in the office of the El Dorado *Republican* as printers' devils. For years Ed Howe went to the case each day and set the big line which runs across the top of the Atchison *Globe*.

Ralph Tennal, now editor of the Weekly Kansas City *Star*, worked up from the pressroom. Bert Walker, of the Osborne *Farmer*, probably the widest-quoted country weekly in the State, can make up his own paper and give pointers to most any printer that comes along. The Junction City *Union*, the paper that won three first prizes at the last State Editorial Meeting for the best appearance, best make-up and best-looking advertisements, is run by an old-time practical printer, whose sons know just as much as their father.

EDITORS WHO KNOW.

One of the prettiest and finest country weeklies in the State is John Gilmore's Fredonia *Citizen*. Mr. Gilmore started the paper several ages before the most of us were born, yet there is nothing old-fashioned about it, either typographically or editorially. Jay E. House, the Dodd Gaston of the Topeka *Capital*, can do any sort of work in a printing-shop, but he quit it because they wouldn't let him sit around and think. Will Townsley, editor of the Great Bend *Daily Tribune*, worked every summer in the back shop of the printing-office from the time he was big enough to sit on a compositor's stool. When it came time for him to assume charge of the entire plant, on his father's death, he was big enough in every way to fill the editorial shoes.

It is not my purpose to make light of the knowledge you are gaining here or to discourage one of you who feels that he must impress the public mind with his ideas. You have advantages here that most of us in the harness never had, and you will start better equipped mentally. Many of the present-day editors learned punctuation at the type-case. But what I want to suggest is this: Don't figure that the whole newspaper is made by the man at the typewriter. The man behind the make-up stone, the feeder at the cylinder press, or the compositor in the advertisement alley can make or mar you if he be so minded, and you have not the mechanical ends of the business in your grasp. If you get a chance to sweep out, melt metal, take proofs or feed a job press around a printing-office before you start out to save the country in an editorial capacity, grab that chance and hang onto it for all you are worth. For the experience gained in a few months or a year or so among the type-lice and the shooting-sticks and at the slug rack may prove invaluable to you when you are holding down the main job. I have a little boy at home, and I hope when he grows older he will have sense enough to want to become a better newspaperman than his father. And whether he does or not, he will serve his apprenticeship in the back office, just the same. For no matter whether he sticks to the business or not, the training and education obtained there is more valuable than much fine gold.



ADVERTISING SUGGESTION.

RESOLVED.

THAT we all cease trying to get something for nothing—grafting, in other words; that we all do just a little more than we agree to do, rather than just a little less.

THAT honesty is a question of efficiency here on earth, with its rewards in profits now, here on earth; that honesty is not a question of morals with but a promise of a blissful idleness in a doubtful beyond later on.

THAT the basis of all life is business life; that business is the system by which we supply our wants and needs; that we are true to political life, true to social life as we are true to business life.

THAT we think of others as we would have them think of us; that we do as we think, the thought precedes the act.

THAT coöperation is the real brotherhood of man; that the prosperity of one man does not require the poverty of another man.

THAT both the idle man and the dishonest man, whether they be possessed of little or much, are fools in themselves and abominations to their communities.— *David Gibson.*

THE SUSPICIOUS FEMININE.

"Your wife is nursing a grouch, isn't she?"

"Some."

"What's the trouble?"

"Four people have told her that our little girl looks just like me."

"I should think she would be pleased at that."

"She might, but the child is adopted." — *Exchange.*



CASTLE OF VELDESERSEE, ON THE RHINE.

Written for THE INLAND PRINTER.

SUGGESTIONS ON STANDARDIZATION.

BY R. COUPLAND HARDING.

IT is long since I sent to THE INLAND PRINTER some articles under this title — so long that I might have supposed them to be quite forgotten, had I not lately seen one of them quoted, and its suggestion not only taken up but supported by cogent considerations and well-thought-out calculations based on long experience and extensive knowledge. And I have been thus led again to consider certain notions belonging to the same field, which long ago I thought to lay, by your permission, before the trade, through your long-prized magazine, which, I think, reaches the largest typographic constituency in the English-speaking world.

At the outset, however, I am brought face to face with the primary obstacle embarrassing any new suggestion in the most fruitful manufacturing reform of recent times — the harmonization and standardization of those random and discordant measures which have "just growed," and are referable to no recognized unit. The official standard of France and Germany — still only partially accepted or even understood by the people in either land — is at once advocated as the only "scientific" unit, though conflicting with the age-long measures in daily use by the majority of the civilized populations of the world. Not only the familiar domestic measurements are neither "metric" nor decimally divided and are practically inexterminable on account of their convenience in practical use, but they are the basis of the most important machine-shop standards — typographic measurements included — the latter, moreover, carrying on in continuous gradation the duodecimal system of the inch-and-foot scale. The determined opposition of the British-American world in particular — no less on scientific than economic considerations — would seem to give no escape from the unpleasant prospect of an endless and profitless conflict between rival standards, but for the recent happy suggestion of the great mathematician and engineer, Sir Sandford Fleming — that of the "Forty-inch Meter." He has shown how, simply by an infinitesimal change in the meter, the only two systems that now count in the world, the ancient and the new, instead of persisting in rivalry and incompatibility, would be brought into fellowship and collaboration, each becoming an indispensable complement to the other. Were this change made, one centimeter instead of .3937 inch would equal .4 inch, and one inch instead of 2.54 centimeters would be 2.5 or 2½. One has only to lay the two scales edge to edge to note the many close approximations. A foot-rule and thirty-centimeter scale are often engraved on opposite sides of the same measure; the French scale is only eight topographic points short of the English foot, and with this minute change the innumerable close approximations between the incommensurables would become coincidences. The forty-inch meter is already to some extent in actual use by German manufacturers who, though working almost of necessity to establish English standards, catalogue their wares, for "metric" markets under approximate metric fractions — a much wiser plan than confusing the standards of an industry. The change in the official unit would probably not cause more temporary inconvenience than the typographic industry has passed through in the United States; with the advantage that the world would have thenceforward a single unit, equally applicable to the home, the retail shop, the factory, and the laboratory.

In the special field where I would now urge standardization — that of office-file standards — it is fortunate that the sizes concerned are within the limits that make it unnecessary to wait till the eminent engineer's great reform — inevitable though I believe it to be — is accomplished; nor need we wait for that which in regular sequence should precede it, a scientific standard of graduated paper and card sizes, which, as my friend Mr. Werner lately pointed out, will need, for general acceptance, to be fixed to dimensions conveniently expressible when reduced either to British-American or Modern-French standards. The type of file to which I refer, and which is in use in nearly every office, bearing some such name as "pilot" or "anchor," consists essentially of two "sleeves" or tubes fixed in a strong cover. Into these a double file of wire is inserted, which holds the papers. By a special double punch the papers are perforated with two holes at a gaged distance from the edge; these holes admit the sleeves containing the wires on which the sheets are filed; therefore, the perforations in the papers, the fixed sleeves, and the two filing wires must be the same distance apart. The convenience of the device is, that in inserting or removing a sheet, the file may be divided at any part, the lower portion remaining undisturbed on the sleeves while the remainder is lifted off at once on the wires.

I have long had in use a series of these files, with their



SEINING ON THE COLUMBIA RIVER.

Photograph by Floyd Bushnell, member Butte Typographical Union.

necessary adjunct, the punch, and from the first — my thoughts being inclined to run in the direction of standards — had seen the importance of a recognized standard if the invention was to come into general use; but it is not long since I had an instance in actual practice of the drawback of the lack of standard gage. In addition to my library files, I have for some years had a typefounder's specimen-book on the same principle, which in course of time by gradual accessions outbulked the capacity of its covers, and the new additions were in danger of becoming mislaid or lost. Wherefore I transferred them to the shelves of my original series of files. But the holes in the margins of the specimens being farther apart than those of my other files, I had to repunch every sheet.

According to my measurement, from center to center the holes in the specimen-book are 5 inches apart, or almost exactly 12½ centimeters; the other file, to which my punch is adapted, 8 centimeters, or almost exactly 3 3/16 inches. There was therefore room to punch the second set of holes midway between the first pair, the sheets being thus centered on the new file as on the original. (In practice, unless there be some reason otherwise, I always center the perforations between head and foot — in the case of a long sheet, folding from the bottom to standard length and centering the perforations above the fold. For this purpose I have ruled a center guide-line on the plate to which the punch is attached; the punches themselves are not in view.) The smallest "loose-leaf" contrivance I have is a pocket note-book. The centers are 2¾ inches apart, which has the advantage of being almost exactly 7 centimeters. I think that the largest and smallest of these three sizes — 5 inches and 2¾, otherwise 12½ and 7 centimeters respectively — should be sufficient for all filing purposes, large or small, except such as being special would call for special arrangements.

My standardizing suggestion is simple — that only two gages of punch and corresponding files should be recognized. For large files, I do not think the specimen-book gage of 5 inches could be improved, and for smaller sizes the 2¾ gage should have a sufficiently wide range. But while these standards very closely approximate to their metric nominal equivalents they are not mathematically identical — and herein comes my second suggestion, a necessary feature if the system is to be international. It is that the perforations in their vertical diameter allow the wire measured to the smaller scale an infinitesimal amount of play — in fact, be made slightly oval, so as to admit with equal facility files themselves accurately made to either standard. Simpler still would be the device of enlarging the circular hole, retaining its form, and probably in practice it would be found that the infinitesimal enlargement necessitated would not allow undue freedom of movement on the wires.

How minute the necessary enlargement or eccentricity would be, may be easily ascertained by any one with a millimeter scale at hand who measures off with it 5 inches or 3 3/16 inches. This kind of nominal accommodation of or to approximate measures in the case of established gages is already availed of in certain Continental manufactures, as I have already mentioned. Experiment might discover gages even more suitable than those I have named, but the principle of a single standard limited to two sizes being accepted, the actual gages could readily be fixed by practical experts.

Incidentally, however, this systematization, which could be effected with comparatively small trouble or expense, should go far to extend the use of the "loose-leaf" method in quarters where it is so far unappreciated or neglected. I find that my files on this plan conveniently include all manner of irregular-sized records, from full-size newspaper sheets folded map-fashion, pamphlets (not too thick) attached to a tough sheet of paper as a guard, punched for the wires and holding the pamphlet hinge-fashion; also cards, art specimens, etc., however varied in shape, "tipped" to standard file-sheets. The daily paper with which I am associated is carrying this system into every branch of its record department. And finally, to facilitate filing, I would recommend that each punch should not only have ruled on its base-plate the center line I find so useful on mine, but two other lines, opposite the respective centers of the two punches, by which the perforations may be readily adjusted to any desired points on the sheet to be filed.

GOTHAM EMPLOYERS GETTING TOGETHER.

The loosely organized Federation of Employing Printers of New York has a large and representative committee on organization. The duty of this committee is to further the main purpose of the federation — bring about an amalgamation of the four employing printers' associations that grace New York. It has adopted a declaration of principles, and the secretary of each organization has been instructed to obtain signatures to the declaration. If signatures are secured in sufficient number, the committee will prepare a constitution and by-laws and prosecute a canvass of printers not now connected with any organization.

The tentative name is "New York Association of Employing Printers," and the declaration "prospects" are asked to subscribe to it, as follows:

1. To encourage a spirit of friendly relationship between all owners of printing-offices in the city of New York and vicinity; to secure concert of action for the general improvement and betterment of the printing trade.
2. To meet at stated periods for the discussion and dissemination of reliable information relative to the best methods of conducting the printing and allied business from the standpoint of practical experience and the demands of approved business ethics.
3. To create a wider knowledge of the elements of cost and what constitutes a proper remuneration for the services rendered, to the end that competition may be more honorable and just, therefore more satisfactory.
4. To maintain a school of estimating.
5. To ascertain the average manufacturing cost of work under the conditions as they may exist from time to time, and to place at the service of its members all data thus collected and bearing upon the actual cost of all kinds of work, and to provide expert advice and assistance whenever desired in connection with the ascertainment of the cost of performing work within the contemplation of any of its members.
6. To do anything and everything to elevate the business and to bring about a spirit of fraternity among the employers.
7. To care for all existing contracts and carry out all obligations at present in existence.

The organizations coöperating in this movement are the Typothetæ, Printers' League, Printers' Board of Trade and the Master Printers' Association of New York city.

SUPPLY MEN ON IMPORTANT COMMERCE COMMITTEE.

Chicago manufacturers of printers' and bookbinders' machinery and supplies, comprising Subdivision 69 of the Chicago Association of Commerce, have elected the following named gentlemen to serve during 1912 on the association's ways and means committee: Carl G. Bingham, secretary, Samuel Bingham's Son Manufacturing Company; Harry H. Latham, president, Latham Machinery Company; William H. French, president, Barnhart Brothers & Spindler; Clifford R. Hunn, western manager, Charles Eneu Johnson & Company; William C. Hollister, president, Chicago Lino-Tabler Company. The ways and means committee is the governing body of the association, and plans all of its activities.

Business Notices

This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

"POPULAR MECHANICS" INCREASING ITS CIRCULATION.

H. H. Windsor, publisher of *Popular Mechanics*, Chicago, proves the steady growth of his magazine by installing a third Cottrell magazine rotary press.

PITTSBURGH OFFICE OF THE TRIUMPH ELECTRIC COMPANY.

The Triumph Electric Company, of Cincinnati, Ohio, has recently opened a district office at 2219 Farmers' Bank building, Pittsburgh, Pennsylvania. Formerly the company was represented by the Doubleday-Hill Electric Company in that territory, but the rapidly increasing business made it seem advisable to have direct representation in this important center. D. D. Gill will be in charge of the new office.

THE C. L. LA BOITEAUX COMPANY ADDS A PAPER DEPARTMENT.

The C. L. La Boiteaux Company, 53 West Jackson boulevard, Chicago, has added a paper department to its line of paper-box boards, and in the future will be able to furnish the trade anything in the paper line. The new department will be in charge of W. A. Stidd, who has been associated with the Chicago trade for fifteen years, handling both fine and coarse papers.

INDELIBLE CLOTH LABELS PRINTED FROM THE ROLL.

Henry Drouet, general sales agent for the New Era Press, Marbridge building, Broadway and Thirty-fourth street, New York, submits specimens of cloth labels printed from the roll and rewound on the New Era Press. One of the specimens has been washed to show the indelibility of the printing. This interesting exhibit is an additional proof of the versatility of the New Era Press for specialty work — a press which meets those contingencies which ordinary equipments are unable to meet.

THE "DEER LAKE" BRAND OF STATIONERY.

The advantage to the printer of adopting a comprehensive line of stationery for his customers in wedding-papers, announcements, folders, cards, etc., is obvious. The "Deer Lake" brand of papers for high-class engraved or printed wedding invitations is made in various sizes and shapes following the latest accepted styles and with envelopes to match. In quality, color and finish, this line is unexcelled. It is a specialty of the Union Card & Paper Company of New York, and the printer and engraver will find it to their interest to correspond with the company regarding this line.

"SECONDS."

One of the peculiar businesses which have been evolved out of the enormous increase in the manufacture of coated papers and cardboards is that of the Sabin Robbins Paper Company, of Middletown, Ohio.

This concern is an exclusive specialist in the distribution of seconds in coated papers and boards and mill job lots, and probably sells ninety per cent of this product produced by the various coating mills in this country. Its enormous warehouses in Middletown testify to the widespread use of this material, and its voluminous mailing-lists reach printers from Maine to California.

PLATEMAKERS CATALOGUE OF THE OSTRANDER-SEYMOUR COMPANY.

The illustrated catalogue of the Ostrander-Seymour Company is a valuable compendium of improved machinery for the platemaker, electrotyper and stereotyper. Two hundred and fifty-four pages of valuable information are given, and a four-page index makes the information immediately available. Elaborate illustrations and minute and detailed descriptions make the work very desirable to every one interested in platemaking. It is a handsome piece of work mechanically, bound in heavy black cover, embossed in gold. The works of the company are on the Pennsylvania Railroad at Fifty-fourth place and Stewart avenue, Chicago; general offices, Tribune building, Chicago; and Eastern offices at 38 Park Row, New York city.

MODERN SALESMANSHIP.

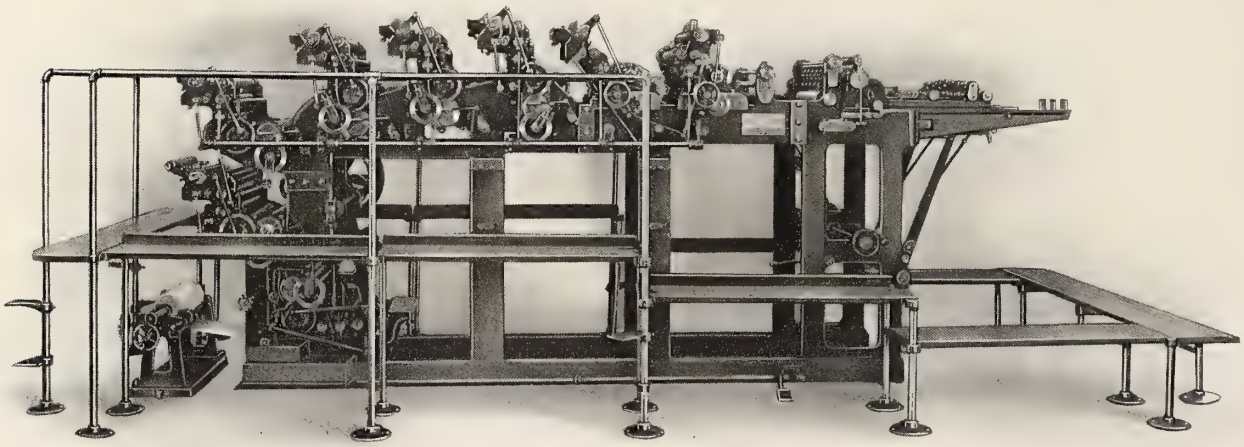
The Kirkman Automatic Feeder demonstrates the exactions of the present-day printing-trade market. For four years the Automatic Press Feeder Company (511 South Dearborn street, Chicago, Ill.) has been perfecting the Kirkman, and has installed 125 feeders. These are all giving satisfaction, and so manufacturers and salesmen consider the experimental stage as having been passed. Arrangements are now made to make the most improved type of machine on a permanent basis. The Chicago Pneumatic Tool Company, a ten-million-dollar corporation, was convinced that the Kirkman feeder is the premier machine of its class, and has taken the sales agency. This company manufactures pneumatic tools, air compressors, etc. It boasts that its yearly business amounts to between five and seven million dollars, it having branch offices in every important city of the world, and twenty-two thousand concerns among its customers in the United States. This enormous institution is so satisfied with the Kirkman feeders that it sells them with a guarantee — that is, the feeder is guaranteed to perform the service for which it is intended,

and against defective material or workmanship for one year. Such capable houses, such care and such guarantees serve to lighten the burdens of the worried printer when he is on the lookout for machinery.

WHERE THEY COME FROM.

"Transfers! Transfers!" "Two, please." "Yes, give me one, please." "No, sir, transfers only given at the time fare is paid."

How often we have heard these familiar phrases, which indicate the much-printed little slips, with figures and street names on one side, and very often a reduced department-store advertisement on the other. But how many of us give a thought to the ways and means of their production? It is like lots of things in life — we take them for granted because they exist, and especially in a case where they are given to us for the asking, and without extra charge. But in many of our cities, and not far from home, either, the giving or not of these little pieces of paper has caused much legislation, trouble and expense, with profit, perhaps, to the legal profession. The people justly desired and wanted the transfer, and they got it.



THE KIDDER PRESS.

Just about this time, as somebody had to think about making and printing them, one of the leading ticket-printing concerns in this country wanted a special rotary press to print these transfer tickets, and they got it from the Kidder Press Company.

"It" is illustrated herewith, and some features and capabilities of this machine will, unquestionably, be of interest to the many readers of THE INLAND PRINTER.

The size of this press is 20 by 16 inches, taking a mill roll 30 inches in diameter, with end and side adjustments for the mill roll, also a web-straightening device to remove the curl from the paper. A positive feed from the mill roll into the press, taking care of the strain of tension, which is, otherwise, dependent upon the amount of squeeze between the first pair of cylinders.

Printing in one color on one side, and five colors on the reverse side, the second cylinder is so arranged that the web may be printed on either side, by means of an apparatus which allows the paper to be reversed. It also numbers in any desired color; perforates, or slits, lengthwise with the web; trims the edges and cuts same into sheets 20 inches in length.

The press is capable of printing a good class of work, at a minimum speed of not less than seventy-two hundred impressions per hour.

The impression cylinders are made without gaps, presenting a continuous printing surface, and each is equipped with a device for throwing off the impression. Also the gearing of all cylinders is adjustable, so that the printed matter on any cylinder can be made to register lengthwise of the press with any or all of the other cylinders, without the necessity of resetting the plates.

The sheets are delivered packed up in piles of fifty or one hundred, with a delivery attachment which pushes the piles, when completed, away from the incoming sheets, and in position for the inspector and removal.

The inking mechanism, offset prevention, numbering, perforating and cutting attachments are also perfectly developed units of this press, which it will be a pleasure for the Kidder Press Company to explain to any interested parties. Let it suffice that the American Bank Note Company, of New York city, are more than satisfied with the results obtained from this press which you have read about. In fact, so much so, that the Kidder Press Company have since built them another press of this type, in a slightly larger size — 20½ by 21 inches — and with a different arrangement of printing cylinders. The Philadelphia Rapid Transit Company, of Philadelphia, Pennsylvania, now have three presses similar in type and construction, and of the following sizes: 20½ by 14 inches, 20½ by 21 inches, and 18⅞ by 14 inches. They are also in use in other parts of the country, and when a concern has bought and used a Kidder Rotary for transfer or any other work, "they come back for more." The following quotation from the specification of a company, ordering one of these presses, shows that they have already learned at least one of its good qualities: "Material to be of the best grade of cast iron *as used in all standard makes of the Kidder Press Company.*"

And now, having read this little story, and studied this graceful machine, you have learned something about the mother of transfers, and if the press suggests the possibility of a nearer interest to your printing needs, the Kidder Press Company are ready to talk or write to you about them.

Their New York Office is at 261 Broadway, New York city, Gibbs-Brower Company, general agents, and they are represented in Canada by the J. L. Morrison Company; in Great Britain by John Haddon & Co., and in South America by J. Wassermann & Co., Buenos Aires.

ADDITION TO LINOTYPE FACTORY.

In order to meet the steady demand for Linotypes—particularly the two latest models, the quick-change Model 8 three-magazine Linotype, and the quick-change Model 9 four-magazine Linotype — the Mergenthaler Linotype Company has again found it necessary to increase its manufacturing facilities and to enlarge the output of its extensive factories in Brooklyn, New York.

It is about to erect a nine-story fireproof structure as an extension to the large building last erected. The new building will have a floor-space of about fifty-seven thousand square feet. This, together with various minor extensions and improvements which are already under way, will bring the total floor-space of the linotype factories to approximately nine acres.

PROGRESS OF THE LATHAM MACHINERY CO.

The Latham Machinery Company reports the sale of several of its standard machines to an American concern that is starting a plant in Berlin, Germany. This certainly shows what some concerns think of Monitor machines when they will pay duty on them into Germany.

The company also reports excellent sales throughout the United States and Canada. Trade is especially good with it in the East and Central West, and it has been compelled to run the factory nights for some time. This conflicts with statements made by other concerns that business is " dull," which may be accounted for by the fact that the Latham Machinery Company does business with practically every large concern in this country, and the bulk of its orders seems to be from the large houses.

THE PRINTERS' EQUIPMENT COMPANY.

J. G. Soulsby, formerly of the *Master Printer*, has organized the Printers' Equipment Company, 915 Sansom street, Philadelphia, Pennsylvania. *Printers' Talk*, a sixteen-page advertising sheet, is issued by Mr. Soulsby, announcing the opening of the new concern, which is distinctly a service proposition, bringing the printer and manufacturer into intimate relation and eliminating the " middleman."

The Printers' Equipment Company now represents the Golding line of presses, cutters, and printers' tools; the Printing Machinery Company; Warnock diagonal blocks and register hooks; Sterling plate mortisers and Sterling roll wrapping-paper press, paraffining machine — board or paper; pony plate-routing machine; the Watson calculator for cost and stock measuring; the Sprague Electric Company's motors for the printing trade; and new interests are being added to develop the functions of the concern to the best advantage of the buying printer.

DENNY, HILBORN & ROSENBACH'S STAMPING INKS, EMBOSSING VARNISHES AND COLORS.

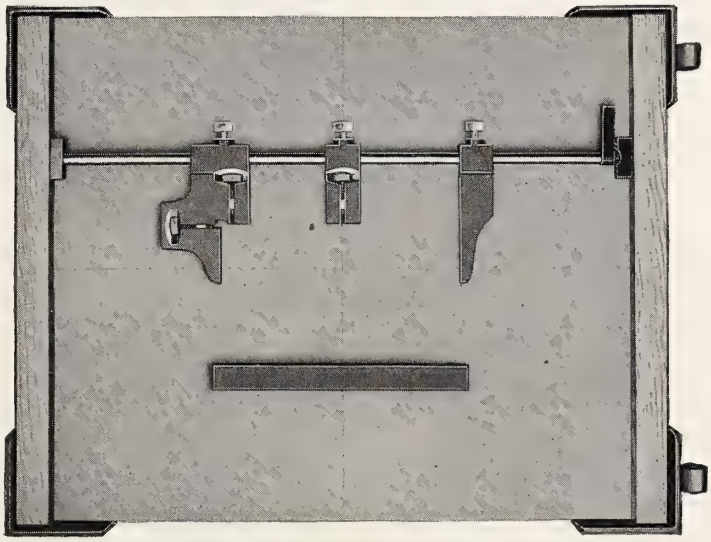
This company, located at 305 Florist street, Philadelphia, Pennsylvania, specializes on steel-die-stamping inks in gloss and dull finish effects. A few years ago it was necessary for the operator to make his own ink by mixing dry colors and varnish, thus entailing waste and mess about the pressroom, together with uncertainty of getting the same effect on each job. By the Denny, Hilborn & Rosenbach concern's method, all that is necessary is to take the can off the shelf, put the ink in the fountain and go ahead and get out the work. Every man to his specialty is the key-note of success. These inks work well on any power press, and are suited to every requirement. Particular attention is drawn to the Plate Finish Dull Black Stamping Ink, No. 303, which gives the full effect of a hand-printed plate job. It dries over night, does not offset or feather and works equally well on any size die and on any kind of stock.

SHNIEDEWEND'S COMBINED LOCK-UP AND REGISTER DEVICE.

Paul Shniedewend & Co., manufacturers of the world-renowned " Reliance " Photoengravers' and Printers' Proof Presses, have placed upon the market a most valuable device for all proof-press users.

This device is an immense advantage to every printer and engraver because of the ease, simplicity and rapidity with which it enables him to produce on his proof press the highest class of color proofs at the most insignificant cost.

It is not only an indispensable register device for color-work, but is fully worth the price just for the regular run



SHNIEDEWEND'S COMBINED LOCK-UP AND REGISTER DEVICE.

of black-and-white proving, as it instantly centers and locks up any engraving or type-form.

Heretofore, every half-tone prover centered his cut by manipulating a lot of wooden blocks of various sizes and shapes, thus not only consuming much time, but many times being unable accurately to place the engraving in the center of the bed.

Now, with this device, the proof-press operator in from ten to twenty seconds can center each cut accurately and securely. He can also remove the cut for inking, and return it into the device without disturbing a single part; whereas, in the old way, it was sometimes necessary to remove several blocks in order to get the cut out, and then, after replacing the cut, put the wood furniture around it again to secure it.

Still another advantage: In the old way, the prover laid the proofsheet on and guessed as to its coming square with the engraving; but with the Shniedewend Combined Lock-up and Register Device the engraving is self-squared, and by feeding the proofsheet to the paper feed guides the impression is automatically squared and centered on the sheet. Its value to every prover is unlimited. This device has met with instant favor from the engraver and printer.

Further information will be sent upon request to the manufacturers, Paul Shniedewend & Co., 621 West Jackson boulevard, Chicago, U. S. A.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLVIII. JANUARY, 1912. No. 4

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfill honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

W. H. BEERS, 40 St. John street, London, E. C., England.
JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town and Johannesburg, South Africa.
A. OUDSHOORN, 179 rue de Paris, Charenton, France.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by Linotype or Monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER CO., Chicago.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

OFFICIAL NOTICE — In compliance with Section 30, Constitution and Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank books, receipts, blank applications, etc., as needed during the year 1912, are invited. Specifications and conditions will be furnished on application to J. C. Root, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. building, Omaha, Neb., and will be submitted at the first meeting in 1912 of the Sovereign Executive Council, it being understood that should any or all bids submitted be unsatisfactory, they may be rejected and proposals again invited. J. C. ROOT, JOHN T. YATES, SUPPLY COMMITTEE, SOVEREIGN CAMP, WOODMEN OF THE WORLD, Omaha, Neb., 25th of September, 1911.

I AM BUYING a thousand to twelve hundred dollars' worth of printing a month — this much is assured and will increase; I want a partner with whom to establish an up-to-date commercial establishment, with the above amount of business guaranteed to start on; the right man must be capable and reliable, who can organize, develop and take exclusive charge of such a proposition; total equipment to start estimated at $25,000, and my associate must be able to take up a two-fifths interest; location, two hours from Chicago, and otherwise very favorable; particulars to parties only furnishing satisfactory references, experience and general qualifications. A 620.

CASH WILL BUY AN ESTABLISHED LINOTYPE-COMPOSITION BUSINESS — Trade-work, independent, good prices, A-1 credit; good opportunity for two practical operators, who can draw good salaries and clear over 10 per cent on their investment; first-class equipment; best running condition; wish to change climate; principals only. Address MERGENTHALERS, New York American Press Association.

LINOTYPE MACHINES FOR SALE — Two 1-letter Mergenthaler linotype machines; one font of 6-point 1-letter mats.; one font 7-point 1-letter mats.; one font 10-point 1-letter mats., molds, etc. These machines are in good condition, are working every day, but are in excess of our needs. Address TRIBUNE-REPUBLICAN, Scranton, Pa.

FOR SALE — A fine country weekly newspaper and job office; good location. Only paper in town. Ill health reason for selling. Adrress TULLY TIMES, Tully, N. Y.

"$75 IN ONE WEEK with your coöperative-letter idea," wrote one printer recently; any one with a press can do likewise; costs nothing to secure particulars. O'BRIEN, 907 Rector bldg., Chicago.

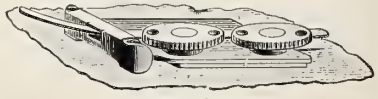
Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

FOR SALE — Well-equipped job office in county-seat town of 7,000. Must sell at once, as owner wants to engage in other business. Terms to suit right party. Address J. F. JONES, 111 W. Lincoln, Wellington, Kan.

Publishing.

IF YOU WISH TO BUY or sell a periodical-publishing business, consult HARRIS-DIBBLE COMPANY, Masonic bldg., New York city.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs at any drug store, about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

FOR SALE.

LINOTYPE FOR SALE — Model 4, two-letter, with all its magazines, matrices and other accessories, in good condition. Has had little use. Only reason for disposing of Linotype, have replaced with additional Monotype. CHAPPLE PUBLISHING COMPANY, 944 Dorchester av., Boston, Mass.

FOR SALE VERY CHEAP — Two-color Huber press; prints sheet 33 by 57; has Economic feeder attached; good condition; immediate delivery. GIBBS-BROWER CO., 261 Broadway, New York city.

FOR SALE — Seybold die press, 24 by 38; little used, good as new, cheap. Also 10 by 15 C. & P. Gordon. Write for particulars. CURTIS ADVERTISING CO., Detroit, Mich.

LINOTYPES FOR SALE — One Model No. 1 and Model No. 3, complete, with motors, extra magazines, etc. SPRINGFIELD PRINTING & BINDING COMPANY, Springfield, Mass.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

MODEL 2 LINOTYPE FOR SALE — Complete, with two magazines, containing 10 and 11 point matrices. WALKER, EVANS & COGGSWELL, 5 Broad st., Charleston, N. C.

FOR SALE — Cases, news and italic cases, in good condition; will sell cheap. THE H. O. SHEPARD CO., 632 Sherman st., Chicago, Ill.

LINOTYPES FOR SALE — Three Model 1 Linotypes. Address RICHMOND PRESS, INC., Governor and Ross sts., Richmond, Va.

HELP WANTED.

Artists.

ARTIST — He may be a retoucher, because we can use him on that kind of work, but ability to draw the figure is not necessary. It is necessary that he be capable of laying out newspaper and magazine ads. and printers' dummies for booklets, folders, etc. BURROUGHS ADDING MACHINE CO., E. St. Elmo Lewis, Adv. Mgr., Detroit, Mich.

WANTED — A good mechanical retoucher with engraving-house experience. State salary expected. Address BOX 241, East Liberty station, Pittsburgh, Pa.

Estimators.

TYPOGRAPHIC ESTIMATOR, capable of figuring on high-grade work; permanent position and excellent opening for capable man. A 605.

Foremen, Managers and Superintendents.

WANTED — Working foreman composing-room in a union shop, running cylinder and six jobbers, in a southern city, who would like to take an interest in a well-established and money-making printing-office; references required and steady work for the right man. Address FOSTER PRINTING COMPANY, L 128 Monroe av., Memphis, Tenn.

WANTED — Assistant superintendent for large printing plant and bindery in western Canada. Must be thoroughly capable of handling foremen in all departments and all classes of work. Also honest, temperate and a hustler. Address, stating salary and experience, A 599.

WANTED — Nonunion foreman for composing-room in Middle West; must have thorough knowledge and experience in modern composing-room economics; permanent position and good salary to right man. A 447.

WANTED — First-class, bright superintendent for high-grade New York printing-office; must be thoroughly equipped for the position and to take full charge; state where employed at present. A 623.

Pressmen.

WANTED — First-class cylinder pressman on illustrated catalogue work; one who understands operating a Dexter folder; permanent position, modern plant. Address PURSE PRINTING COMPANY, Chattanooga, Tenn.

WANTED — A printer who is thoroughly acquainted with printing on tissue and crêpe paper in rolls; steady position within 100 miles of New York city. A 612.

Proofreaders.

WANTED — A girl, competent to read proof in a job office and to help out at the case in spare time. Southern New England. A 608.

Salesmen.

WANTED — A good, reliable man who is acquainted with the printing trade in and around Chicago to sell printing-press equipment which is well and favorably known; a man who is familiar with imposition and presswork, who has had selling experience preferred; good opportunity for a man who can deliver. A 604.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $4.

N. E. LINOTYPE SCHOOL, 7 Dix place, Boston, Mass. Six-machine plant, run solely as school; liberal hours, thorough instruction; our graduates succeed. Write for particulars before deciding.

MATERIAL.

EVERYTHING FOR THE PRINTER — Best type made, 35 cents per pound; 8 cents allowed for your old type. Send for catalogue. PEERLESS TYPE FOUNDRY, Winona, Minn.

MISCELLANEOUS.

GET PRINTING ORDERS by mail from hundreds of towns mail-order field unlimited; in four months, with $850 plant in small city, I built business of $50 to $75 weekly in addition to local business. Plan, typewritten, $2. Circular for stamp. HOLLIS CORBIN, 6065 Metropolitan bldg., New York city.

SITUATIONS WANTED.

Artists.

WANTED — In New York city, position by young man, 21, high-school graduate, excellent ability as artist or illustrator; specialty, marines, athletics and colorwork. Glad to submit samples of work or give demonstation. Reasonable proposition entertained. Salary of secondary consideration. Address McCLELLAND BARCLAY, 205 W. 101st st., New York city.

Bookbinders.

BINDERY FOREMAN — Good executive and estimator; practical man in every branch of the trade, including stamping, finishing and blank books; 18 years' experience; at present foreman in modern-equipped edition bindery, wishes to change position; age 32, married. A 610.

BINDERY FOREMAN — Practical man, good executive, thoroughly experienced in all branches, is looking for a good printing-house, to take charge of their bindery. A 459.

WANTED — By practical ruler, finisher and forwarder, position as working foreman, small bindery. A 576.

BOOKBINDER FOREMAN — Experienced, systematic, result-producer, wishes position in large shop. A 465.

Estimators.

EXPERT ESTIMATOR on printing, ruling and litho.; at liberty January 1; experienced office man and salesman; up on cost system. A 551.

Foremen, Managers and Superintendents.

DESK OR WORKING FOREMAN desires change after January 1 account wife's health; Southwest preferred; young man, thoroughly modern, up-to-date ideas of systems and efficiency — improved conditions in present shop 50 per cent; steady, conscientious, hard worker, sober, absolutely reliable, always on the job; union; later would consider investment in paying plant. A 375.

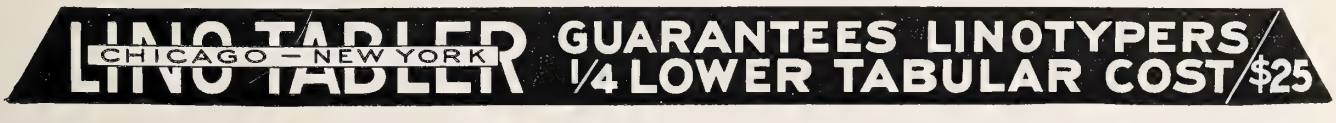
MANAGER-SUPERINTENDENT seeks substantial, permanent position; write me; practical printer, efficiency, promptness, costs, quality, estimating, sales, right methods; employed, but seeks change; give details; state what you will pay. A 222.

Miscellaneous.

FACTORY MANAGER OR SUPERINTENDENT — An efficient man for manufacturing linotype or similar matrices will be open for a position shortly. Has had extensive experience making lino mats., and has accurate knowledge of every process from letter-drawing down; is thoroughly familiar with advanced practice and up-to-date cost methods and can deliver the goods. A 611.

Operators and Machinists.

MACHINIST-OPERATOR — Capacity of machines guaranteed; understand thoroughly Models 8 and 9; union; reliable. M, 663 N. State st., Chicago, Ill.



Pressmen.

SITUATION WANTED — By pressroom foreman or cylinder pressman familiar with all classes of work; 32 years old, married; don't drink and strictly up to date; at present in charge of high-grade shop; location no object. A 451.

A FIRST-CLASS ROTARY PRESSMAN desires to change; good reasons; 12 years' experience; young, married and steady; will go anywhere. A 614.

Proofreaders.

JOB PROOFREADER — Experienced, first-class, open for position; non-union. A 181.

WANTED TO PURCHASE.

WANTED — A secondhand Cox Duplex or press of similar capacity. Give full particulars as to condition, price and terms first letter. A 600.

WANTED — For cash, Harris automatic two-color press, 15 by 18. Address, stating age of press and condition and lowest price. M. M. ROTHSCHILD, 711 S. Dearborn st., Chicago, Ill.

BUSINESS DIRECTORY.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plates, strong wording and complete "lay-out" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-12

Bookbinders' and Printers' Machinery.

DEXTER FOLDER COMPANY, Pearl River, N. Y. Folding machines, automatic feeders for presses, folders and ruling machines. 2-12

Bookbinders' Supplies.

SLADE, HIPP & MELOY, Incpd., 157 W. Lake st., Chicago. Also paper-box makers' supplies. 1-12

Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-12

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-12

Coated Paper Manufacturers.

NEW YORK COATED PAPER CO., Passaic, N. J. Our specialty: Embossed, trade-mark and waterproof surface coated and printed papers, in 1, 2 and 3 colors, for bookbinders, blank-book, box, leather goods, suit-case and trunk manufacturers, etc. 3-12

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-12

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

Counters.

HART, R. A., Battle Creek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks. 5-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-12

Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY., office and salesrooms, 638 Federal st., Chicago. Eastern representatives United Printing Machinery Company, Boston-New York. 2-12

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-12

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-12

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-12

Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue. 6-12

Gummed Papers.

JONES, SAMUEL, & CO., Waverly Park, N. J. Our specialty is Non-curling Gummed Paper. Stocks in every city. 2-12

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers. 5-12

Gummed Tape in Rolls and Rapid-sealing Machine.

JAMES D. McLAURIN & CO., INC., 127 White st., New York city. "Bull-dog" brand gummed tape. Every inch guaranteed to stick. 6-12

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-12

Job Presses.

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, $200-$600; Embosser, $300-$400; Pearl, $70-$214; Roll-feed Duplex, Triplex. 8-12

Machine Work.

CUMMINGS MACHINE COMPANY, 238 William st., New York. Estimates given on automatic machinery, bone-hardening, grinding and jobbing. Up-to-date plant; highest-grade work done with accuracy and despatch. 1-12

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 La Salle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-12

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC COMPANY, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-12

Paper Cutters.

DEXTER FOLDER CO., Pearl River, N. Y., manufacturers of automatic-clamp cutting machines that are powerful, durable and efficient. 2-12

GOLDING MFG. CO., Franklin, Mass. Lever, $130-$210; Power, $240-$600; Auto-clamp, $450-$600; Pearl, $40-$77; Card, $8-$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-12

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Photoengravers.

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 512 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

Photogravure Printing.

FOR CATALOGUES, souvenir books, tip-ons, fashions, bird's-eye views, inserts and all other purposes. U. S. PHOTOGRAVURE CO., 186 West 4th st., New York. 11-12

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-12

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-12

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-12

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-12

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

Printers' Machinery.

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery? We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery; write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y. 11-12

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsyth st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-12

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.
ALLIED FIRMS:
Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-12

BUCKIE PRINTERS' ROLLER CO., 714 S. Clark st., Chicago; St. Louis, Detroit, St. Paul; printers rollers and tablet composition. 6-12

MILWAUKEE PRINTERS' ROLLER CO., 372 Milwaukee st., Milwaukee, Wis. Printers' rollers and tablet composition. 1-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-12

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-12

Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-12

EVERYTHING for the printer. EMPIRE TYPE FOUNDRY, Buffalo, N. Y. Not in the trust. 1-12

Proof Presses for Photoengravers and Printers.

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-12

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only $5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, $1. HENRY KAHRS, 240 E. 33d st., New York city. 2-12

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-12

BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-12

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st. and 15 Elm st., New York. 11-12



Cast by Mold from Woodcut

ADJUSTABLE HAND TYPE MOLD
FOR CASTING SORTS

A convenience; a time and money saver without equal in any printing-office. No waiting for matrices to dry. Put the letter or small cut in the mold, pour hot metal in and you have a matrix instantly; then cast up any number of duplicates you desire from the matrix. Send me a letter, 6 to 72 point, and I will cast you sample matrix and duplicates. SEND FOR CIRCULAR

ARTHUR S. TAYLOR
63-65 Main Street YONKERS, N. Y.



RUBBER STAMPS
AND SUPPLIES
FOR THE TRADE

YOUR customers will appreciate our prompt service.

Send for "Illustrated Catalogue and Trade Discounts"

The Barton Mfg. Co., 335 Broadway, N. Y.

The Typography of Advertisements

By F. J. Trezise

¶ C. S. Peterson, the well-known Chicago printer and author of the chapter on "Use and Abuse of Type" in the Cyclopedia of Advertising, says:

"It is the best and most complete summary of its kind I have ever seen. I consider it invaluable to any job-printer who is or wishes to be competent in his trade."

¶ H. N. Kellogg, one of the principal officers of the American Newspaper Publishers' Association, writes:

"The specimens of advertisements which he gives demonstrate so clearly the correctness of his conclusions that the book can not fail to be beneficial to all who are interested in advertising."

136 pages; 65 illustrations; handsome board cover; printed in two colors.

Price, $2.00

Every ad. man — writer or compositor — should have it.

THE INLAND PRINTER COMPANY

632 South Sherman Street
Chicago, Ill.



"YOU CAN MAKE 1912 A WINNER"

GET OUT YOUR BUSINESS STATIONERY NOW AND WRITE:

"HERRICK,— Here's a quarter for the 4 HERRICK CUT BOOKS showing 400 good one and two color cuts for my blotters, folders, mailing cards, etc. If I don't like the books you're to send back my quarter."

ISN'T THAT FAIR?

Then send on your 25c.; you can take it off the first $3.50 order. The books will give you a lot of valuable advertising ideas.

THE HERRICK PRESS, 626 So. Michigan Ave., Chicago

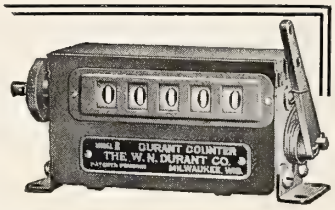
WE MAKE DRAWINGS OF ALL KINDS. WRITE US.

LIE? NO, SIR!!

DURANT COUNTERS

tell the truth. Reliable, sensitive, accurate, positive; furnish record unchallengable. Our job press attachments are equally dependable.

THE W. N. DURANT CO.
528 Market St. Milwaukee



Standard of the Government Printing Office

KEYBOARD PAPER
for the **MONOTYPE MACHINE**

COLONIAL COMPANY, Mechanic Falls, Me.
New York Office: 320 Fifth Avenue

Sell Your WASTE PAPER Direct to the Paper Mill

We are in the Market for PAPER STOCK

MARSEILLES WRAPPING PAPER COMPANY
MARSEILLES, ILL.

A Modern Monthly— All About PAPER

The PAPER DEALER

PD

THE PAPER DEALER gives the wanted information on the general and technical subject of

Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. Has subscribers throughout 35 States. Also Canada and foreign countries.

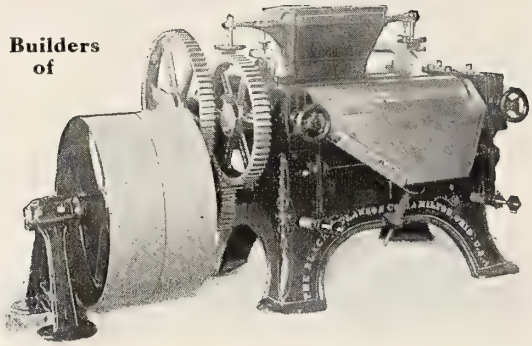
THIS SPECIAL OFFER

Includes 1912 and 1913 at the very special rate of $1.50 instead of $2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

The PAPER DEALER
164 WEST WASHINGTON STREET, CHICAGO

THE BLACK-CLAWSON CO.
HAMILTON, OHIO, U. S. A.

Builders of



INK GRINDING MILLS with 3 Chilled Iron Rolls

Sizes—6 x 18, 9 x 24, 9 x 32, 9 x 36, 12 x 30 and 16 x 40 inches.
With or without Hoppers. Solid or Water-cooled Rolls.

Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating Machinery and Special Machinery.

STEEL DIE ENGRAVING
FOR POWER AND HAND PRESSES

STEEL AND COPPER PLATE ENGRAVING
STEEL PROCESS PLATES
VIGNETTES
DESIGNING

ENGRAVERS EXCLUSIVELY

Geo. T. Rosendale & Co.
319-321 S. LA SALLE ST.
CHICAGO

CARBON BLACK
MADE BY
GODFREY L. CABOT, Boston, Mass.
940-941 Old South Building

ELF ECLIPSE (PN) ELF B. B. B. DIAMOND ACME

"Roughing" for the Trade

We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color halftone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

THE HENRY O. SHEPARD COMPANY
632 Sherman Street **CHICAGO**



Quick Stringing Saves Time. Universal Loop Adjustable from ⅛ to ⅝ of an inch.

The **Universal Wire Loop**

Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.

Look Better and Won't Break or Wear Out!

Let us send sample and quote you prices.

WIRE LOOP MFG. CO.
(Successors to Universal Wire Loop Co.)
75 Shelby Street
DETROIT - - - - MICHIGAN



PATENTED

This cut illustrates one of the various sizes of hangers for books ¾ to 2 inches in thickness.

If You Want Cameo Results, You Must Use Cameo

To get better customers you have to show better results than the ordinary printer. You must be up to the minute — doing things as this generation demands.

The use of Cameo Plate is evidence that a printer is up to date. Its soft, velvety surface gives half-tones the effect of photogravures, dignifies type, and stamps on every job the mark of quality. Its results are so distinctive they always appeal to the man who wants the best.



CAMEO PLATE



COATED BOOK—White or Sepia

If you want to get the very best results with Cameo, note these few suggestions:

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book.

S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

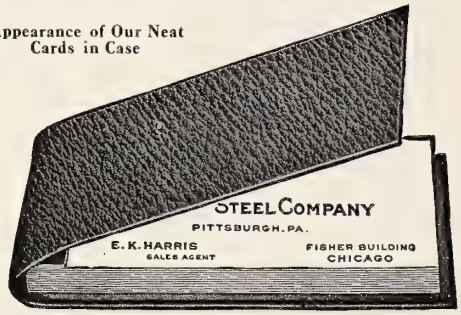
LIST OF DISTRIBUTORS

Boston, Mass.	The A. Storrs & Bement Co.
Buffalo, N. Y.	The Alling & Cory Co.
Chicago, Ill.	J. W. Butler Paper Co.
Cleveland, Ohio	Cleveland Paper Manufacturing Co.
Cleveland, Ohio	Kingsley Paper Co.
Dallas, Tex.	Southwestern Paper Co.
Grand Rapids, Mich.	Central Michigan Paper Co.
Houston, Tex.	Southwestern Paper Co.
Kansas City, Mo.	Interstate Paper Co.
Los Angeles, Cal.	Blake, Moffitt & Towne
New York City	Sole Agents, Henry Lindenmeyr & Sons
New York City (for Export only)	National Paper & Type Co.
Milwaukee, Wis.	Standard Paper Co.
Philadelphia, Pa.	Megarge & Green Co.
Pittsburgh, Pa.	The Alling & Cory Co.
Portland, Me.	C. M. Rice Paper Co.
Portland, Ore.	Blake, McFall Co.
Rochester, N. Y.	The Alling & Cory Co.
San Francisco, Cal.	Blake, Moffitt & Towne
Seattle, Wash.	Mutual Paper Co.
Seattle, Wash.	American Paper Co.
Spokane, Wash.	American Type Founders Co.
Vancouver, B. C.	American Type Founders Co.

Effective Solicitation

for the printer is among his gravest problems. The quality customer is earnestly sought for and persistently desired. The quality customer can only be attracted and held by quality work. He is willing to pay the price if he can get what he wants. We have made the quality customer want

Appearance of Our Neat Cards in Case



Peerless Patent Book Form Cards

and while many are getting them, many are not because they have to be ordered from a distance. Let these people know you have the cards and you will get their business and hold it, and the cards will probably be the smallest item they will buy from you. They know you are a quality shop, because you handle these quality goods. You can not dodge that logic. The goods are the evidence. Can you afford to be one day without these cards? Send for prices to the trade.

WRITE NOW

The John B. Wiggins Company

Established 1858

Engravers, Plate Printers, Die Embossers

61-63-65-67 East Adams Street Chicago

Non-Curling GUMMED PAPERS

IMPORTED AND DOMESTIC

Distinctive and special brands for all and every conceivable purpose.

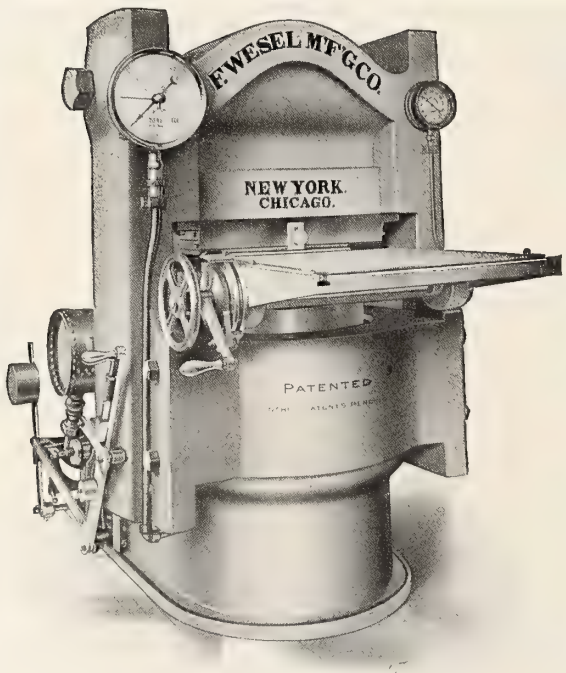
We produce high-grade gummed papers especially adaptable for lithographing as well as medium and cheaper grades for ordinary label printing.

Send for our Sample-book

Samuel Jones & Co.

Established in England 1830

WAVERLY PARK, N. J.



Wesel Hydraulic Press built especially for Dr. E. Albert Lead Moulding Process

Lead Moulding

Creating a Revolution in the Art of Electrotyping

DR. E. ALBERT'S LEAD MOULDING PROCESS is rapidly superseding the time-worn method of wax moulding. Its superiority over the old-fashioned method is attested to by some of the leading electrotypers of the U. S. who are now using the Dr. E. Albert Lead Moulding Process.

BEWARE OF IMITATIONS AND INFRINGEMENTS

If interested please ask us for further information

F. WESEL MANUFACTURING COMPANY

(SOLE OWNERS IN THE U. S. A.)

Machinery and Appliances for Printers, Electrotypers, Stereotypers, and Photo-Engravers

Main Office and Factory: 70-80 Cranberry St., Brooklyn, N. Y.

New York, 10 Spruce Street **Chicago, 431 S. Dearborn Street**

If Every Printer Was a Machinist

$6 the WETTER Would Be the Only Numbering Machine Sold

Boston Model 1, Five Wheel, $6.00
Boston Model 2, Six Wheel, $7.50

In order to make an intelligent selection of a Numbering Machine and to understand the difference between a good machine and a poorly constructed one, the purchaser should have some mechanical knowlege of the vital parts of the machine, and understand the heavy duty these little machines are called upon to perform.

As it is not possible for ALL users to have this practical knowledge, the purchaser MUST depend upon the manufacturer; the reputation of the Wetter factory for reliable, durable and accurate working machines is the best in the world.

These Exclusive Features Keep the WETTER Up to the Standard We Have Maintained for Twenty-six Years:

The mechanism is not complicated; the steel used in the different parts is selected for the purpose intended, and the finished machine is the best possible to produce.

Drop-Cipher is of new design, and is the only one that can be guaranteed not to get low, even under very hard usage. The life of a machine depends on this detail of construction.

Side-Plates are "roughed" or "knurled," in place of being smooth, highly polished or "damaskeened." This prevents the machines from "riding up" or falling out of the form. Don't have to be "locked up" so tightly.

"Hold-Down Screw" permits of adjusting machine, without removing it from form, to print any one number any number of times by simply depressing the Plunger by hand and giving the screw at side of Plunger a "half turn," so as to hold the Plunger down until the required number of impressions have been made. The "Wetter" is the only machine that will do this.

The Plunger Is Lower than others, will not cut new rollers, and permits of working on any cylinder press; and it is not necessary to remove the Plunger at any time to clean, as on other machines.

The "No." Slide is held rigidly in position, and can be removed without taking the machine from the form, and a letter or character of any kind inserted to precede the figures, thus: B 8196, H 8196, etc.

Drop-Cipher on wheel next to Plunger; the only machine having this feature.

Faces of Figures Are Flat. This is absolutely necessary to produce a perfect impression.

Wheels are made of hard steel; figures are engraved deep: prevents clogging with ink.

Shaft Screws Out when necessary to take machine apart to clean; quicker than others.

Plunger Spring is in correct position for proper working; is large in diameter and is practically nonbreakable.

Ratchets are made from steel specially manufactured for this purpose, and produces a ratchet that does not wear and adds many years to the life of the machine.

Unit Pawl Spring is made of the best quality wire — the most improved method — and is practically unbreakable.

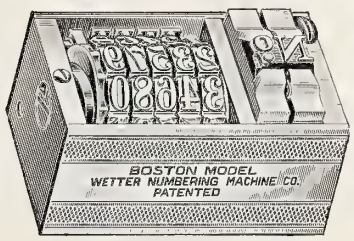
SPECIAL MACHINES Designed for Any Make of Rotary or Flat Bed Press

CARRIED IN STOCK AND SOLD BY

American Type Founders Co.
Barnhart Bros. & Spindler
Inland Type Foundry
Keystone Type Foundry

And DEALERS in Printers' Supplies All Over the World

Are in printing-shops all over the world; and during the past twenty-six years have made it possible for thousands of printers to put cash in bank ordinarily spent in having the numbering done outside. The few dollars you invest in a WETTER will return to you many times during the year. The sooner you adopt the WETTER way the quicker you will get some of the orders that the other printer is capturing. Can be locked in a form by itself, the same as type, or surrounded by type to number and print at one impression. Each impression of the press automatically changes the numbers.



No. 12356
FACSIMILE IMPRESSION

BUY ONE NOW

WETTER NUMBERING MACHINE COMPANY

331-341 Classon Avenue **Brooklyn, New York, U. S. A.**

Cable Address — "WETTER-BROOKLYN." Western Union and A B C Codes

Here It Is!

BRESNAN'S ELECTROLATOR

A CONQUEROR OF ELECTRICITY IN PAPER

WHERE is the printer who does not have trouble in the pressroom with electricity in his paper? Much time is lost trying every known trick to get the job working, when this trouble occurs, and ofttimes without success. You simply have to wait for the weather. These troubles disappear as if by magic when you use our Electrolator.

Printers laugh and scoff when we tell them that in fifteen minutes we will have their press running — but we have yet to find the press that we can not start up in that time.

"The proof of the pudding is in the eating" and we will be glad to send you a half gallon on approval. Simply follow the directions and you will never worry about electricity troubles any more.

The substance is purely a chemical fluid and should be applied with a sponge or soft rag on your tympan. Rub the fluid over the top sheet up to the edges of your cylinder (it will not rust the metal), and a small amount on the tapes and fly-sticks, then let the press stand 10 or 15 minutes, and you will be ready to work. What could be simpler?

PRICES

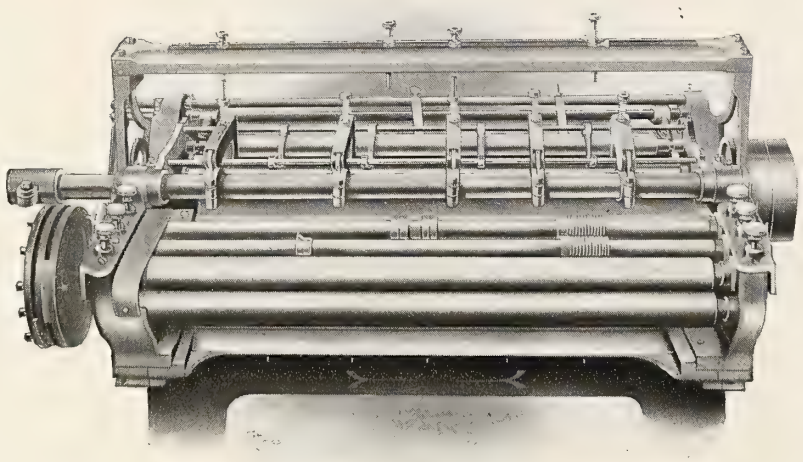
Half Gallon - - -	$ 3.50
Gallon - - - -	6.50
Five Gallons - - -	25.00

REFERENCES

American Lithograph Co. New York City
A. H. Kellogg Co. New York City
Street & Smith New York City
Trow Directory, Printing and Binding Co. New York City
Blumenberg Press New York City
And Hundreds of Others

De BOISE BRESNAN CO., Office, 23 Park Row Factory, 15 Frankfort St. NEW YORK CITY

THERE IS SATISFACTION



to be derived in having about your bindery department a perforating machine that supplies perfect work and encourages good feeling and also the "smile that won't come off." Employees should be kept in good humor, for ill-working machinery creates discord—hence interrupted production and incidentally loss of time, which means "cash."

The National Rotary Perforating Machine

With or Without Crimping-Scoring-Attachment

leaves nothing to be desired, for it is complete and has stood the test with them all.

The National Perforation leaves no burr; in other words, the sheet is slit and no part of the paper cut out. Printing can be done as well after the perforation as before.

"Faster than the fastest operator."

The National Perforation is distinctive and is now demanded on all high-grade work by customers who want the best. Manufactured in various sizes, to suit individual needs

Write for further information to

NATIONAL PRINTING MACHINERY CO., Inc., Athol, Mass.

Formerly National Perforating Machine Co., Kansas City, Mo.

"A NEW IMPRINT FOR EVERY JOB."

Progressive printers make their own

IMPRINTS

in a variety of small Gothic faces on a Linotype machine. Discard the old electrotyped imprints. Get an Imprint Matrix Slide and have a new imprint for every job.

Imprint Matrix Slides are made to fit the patented dash and border block of the Linotype. One or more Imprint Matrix Slides should be in every up-to-date commercial printing establishment.

A FEW SAMPLES

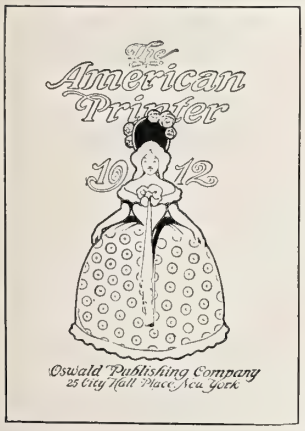
VAN DYCK & CO., INC., NEW HAVEN, CONN.
H. G. PUGH PRINTING CO., LITTLE ROCK, ARK.
JOHN C. RANKIN CO., 54 & 56 DEY ST. NEW YORK
PERKINS BROS. CO., SIOUX CITY
THE HUGH STEPHENS PRINTING CO., JEFFERSON CITY
THE SEEMAN PRINTERY, DURHAM, N. C.
THE KANSAN PRINTING CO., NEWTON, KANSAS
THE GARDNER PRINTING CO., CLEVELAND
EDWARDS & BROUGHTON PRINTING CO. RALEIGH, N. C
COMMERCIAL LITHO. & PTG. CO., SAVANNAH, GA.

Folder fully describing Imprint Matrix Slides sent on request to all inquiring printers.

IMPRINT MATRIX CO.

CHARLOTTE, N. C.

A Happy and Prosperous New Year to You and Yours — if you regularly read



The American Printer

They tell us the Christmas number was "great," attractive and full of meaty reading — it was a sign of what is due for 1912.

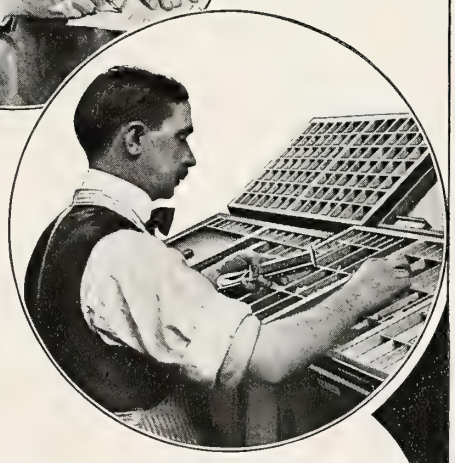
The January Number contains more good stuff — an article by Ben Franklin on capitalization; a page of queer things; more about the start of the cost movement; an article on print-shop efficiency; the new department on machine composition continues; a system for taking care of cuts; much information about reducers and dryers; one more month of the newspaper front page contest; the series of practical bookbinding articles is continued; photoengravers change their phraseology; how printers advertise for work; an authoritative article on bankruptcy laws; reset type-designs; review of specimens; color plates; tipped-on examples of printers' product; organization activities; miscellaneous news, including the proposed new postal laws governing mailing of newspapers and periodicals, supply field notes; etc.

Send thirty cents for a sample copy of the January number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City



The Man Who Wrote



And the Man Who Set This Advertisement

The man who wrote this advertisement couldn't set a stick of type to save his life, still he probably draws as much salary in a week as the compositor who set it is paid in a month.

And yet how much more successful this advertising man would be if he had the compositor's knowledge of printing, as well as his own knowledge of advertising.

YOU have a wonderful opportunity, with your printing experience, to become a successful advertising man and earn a big salary. The International Correspondence Schools can give you all the training you require to qualify for such a position. Only part of your spare time is required to learn how to write advertisements, select mediums, analyze advertising problems, and conduct sales campaigns.

The I. C. S. Course includes Type Display, Copy Writing, Follow-up Systems, Handling Appropriations, Illustrating, Mediums, Catalog and Booklet Writing.

For further details regarding the I. C. S. Course in Advertising, fill in and mail the attached coupon

International Correspondence Schools
Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____

Elevating the Compositor

After listening to an address explanatory of the I.T.U. Course, Herman Black, advertising manager of the Milwaukee Journal, said printers should take the Course and qualify for the big-money positions in the advertising field. A number of students are now moving in that direction.

THE I·T·U· COURSE

teaches the principles which are the basis of the ad-designers' technical knowledge, and they are taught with special application to typography. Included also is instruction about all kinds of display composition.

Given by correspondence, the work of each student receives individual attention.

It is sold for less than actual cost, being endowed by the International Typographical Union.

For complete information about this Course drop a postal to

THE I·T·U· COMMISSION

632 South Sherman Street, Chicago

Terms—$23 for cash, or $25 if paid in installments of $2 down and $1 a week till paid. The International Typographical Union gives a rebate or prize of $5 to each student who finishes the Course.

The Miller Saw-Trimmer

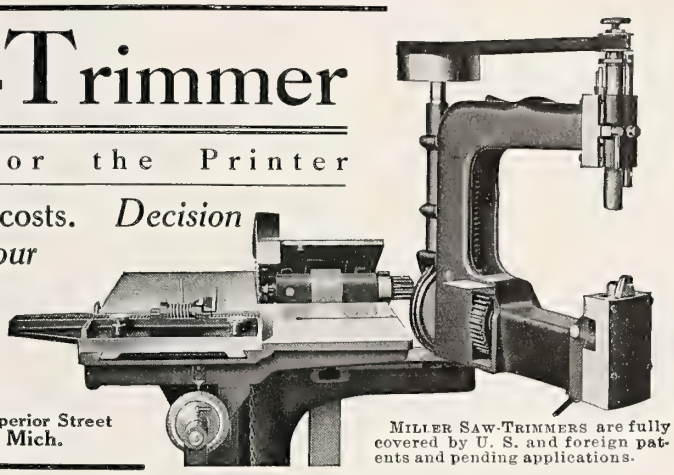
A Standardizing Machine for the Printer

Precision helps your foreman to cut down costs. *Decision* helps you to help your foreman — *BUT your Decision* must be for a *Precision* machine.

Write for a new illustrated price-list.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co., 815 East Superior Street Alma, Mich.



Miller Saw-Trimmers are fully covered by U. S. and foreign patents and pending applications.

STUDY YOUR PRINTING COSTS

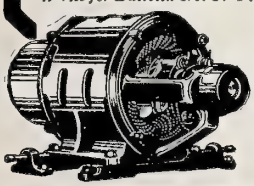
and you'll find that a big percentage of your profits are lost through inefficient, power-wasting motors! *Check this loss NOW — by installing*

Richmond Polyphase Motors

2 and 3 phase — ¼ to 100 h.-p. *"A Speed for Every Job"*

What they are doing for other print-shops — they'll do for yours!

Write for Bulletin No. 14-P.



145 Chambers Street - - - New York City
176 Federal Street - - - - Boston, Mass.
322 Monadnock Block, - - Chicago, Ill.
1011 Chestnut Street, Rm. 626, Philadelphia, Pa.
1120 Pine Street, - - - - - St. Louis, Mo.
226-30 Huron Street - - - - - Toledo, Ohio
1006 Majestic Bldg. - - - - - Detroit, Mich.
505 Swetland Bldg., Cleveland, Ohio
148 McGill Street, Montreal, Canada

Richmond Electric Co.
RICHMOND, VA.

IDEAL COATED PAPER CO.

ORIGINATORS OF

Guaranteed Non-Curling GUMMED PAPERS

The Ideal Made Real

MILLS AND MAIN OFFICE
BROOKFIELD, MASS.

CHICAGO OFFICE
452 Monadnock Building

NEW YORK OFFICE
150 Nassau Street

THE WISE PRINTER OF TO-DAY

will ask his customer to use the *best* in *paper* and *printing*—his great desire is to supply that quality of stationery that will upbuild and maintain the dignity of his customer.

The immense range of commercial utilities found in the use of our high-grade, moderately priced bond is well worth the investigation of the printer or user of high-class stationery.

White and eight colors give ample opportunity to select the proper contrast or harmony and as a basis for uniformity of color or quality throughout an establishment — in fact,

MARQUETTE BOND

supplies all commercial office demands. Its lithographic and offset results can not be surpassed. For loose-leaf, invoices, letter-heads, statements, etc.

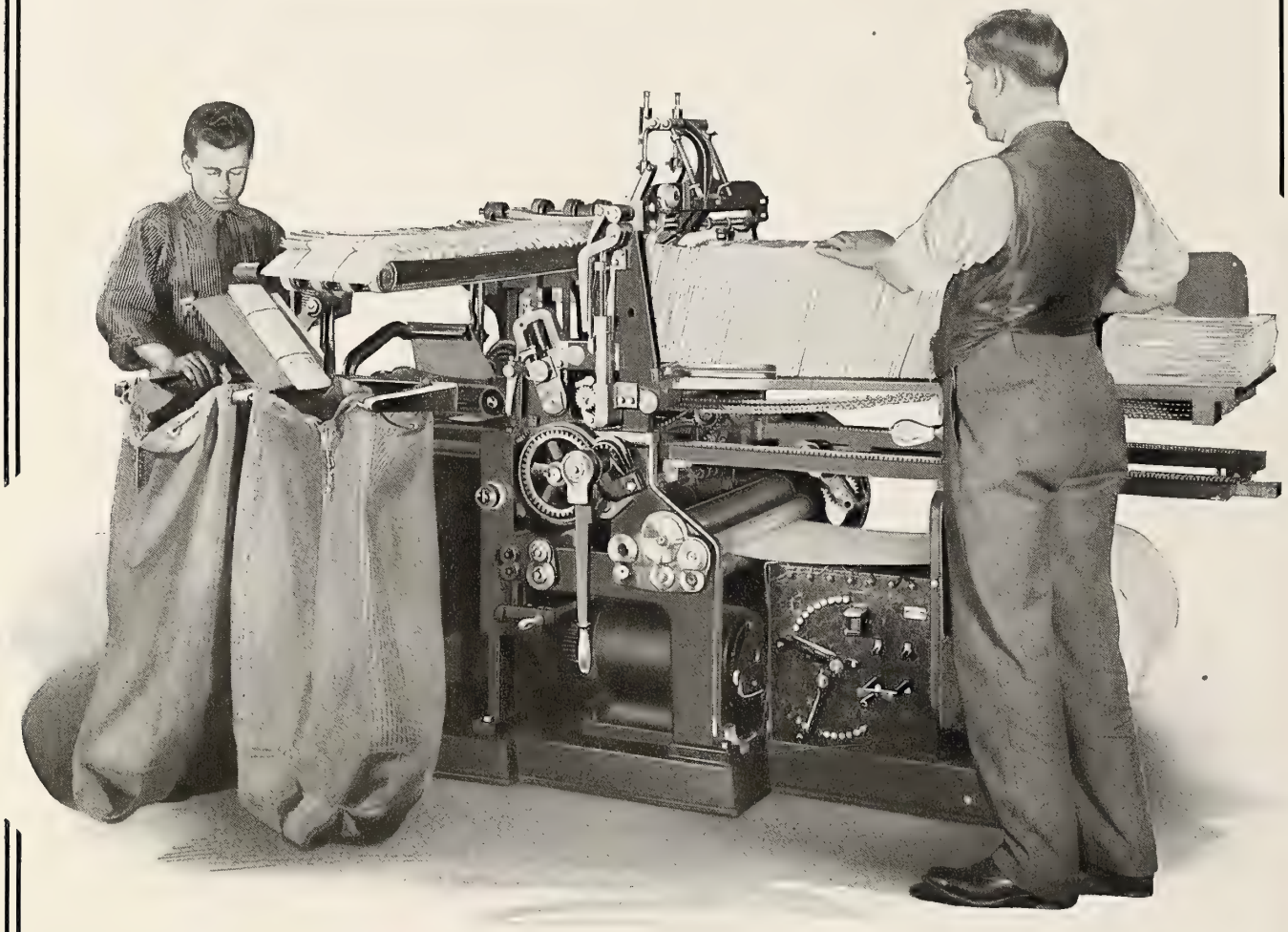
Our price for this thoroughly good bond stock will surprise you when you consider its high quality. If you have never examined our line, write us your request for samples (using your letter-head — this to avoid curiosity inquiries), which will be mailed to you free of charge.

We carry a full line in all sizes and weights, white and eight colors, for immediate shipment, including 22 x 34-26, also white and in eight colors.

SWIGART PAPER COMPANY 653-655 South Fifth Avenue CHICAGO, ILL.

MAILING NEWSPAPERS AT THREE A SECOND

A standard powerful machine which addresses, folds, wraps, divides by routes and deposits in mail sacks single newspapers; or addresses, turns out in half-fold, quarter-fold or eight-fold, and divides by towns club newspapers at ten thousand per hour



THE NEW STANDARD MULTI-MAILER

It saves half the mail-room wages, half the galley-room wages, half the cost of setting, correcting and proving the list, half the mailing-room space and all of the galley-room, and half of the type metal.

Its efficiency and durability have been proven by mailing more than one hundred million papers varying from eight to eighty pages in size.

COX MULTI-MAILER COMPANY 443 So. Dearborn Street CHICAGO



Old Council Tree Bond

is a *standing asset* to the printer. It minimizes his selling efforts, because its dignity and character *appeal strongly* to the business mind.

Every time you recommend OLD COUNCIL TREE BOND to a business man you are telling him something that he likes to hear. The paper has been advertised so extensively that it *lingers subconsciously in the business mind.* When you mention it, you receive a smile of recognition. It is always *good business* to give a business man *what he wants* rather than something you might want him to have.

OLD COUNCIL TREE BOND is chuck full of quality and is not overburdened with price, like lots of other advertised bond papers. It's a standing asset both to the printer and the business man.

NEENAH PAPER COMPANY
Neenah, Wis. U. S. A.

What Best Value Service Means to Every Printer

It not only gives the greatest paper value for the money, but it insures you to get the particular *kind* of paper you need for every job — *and you get it when you want it.*

Promptness in delivery is the *Key-note* to Best Value Service, and has won for us the continued patronage of printers *who know its convenience.*

Your orders will receive equally careful attention.

But, in addition to this, Best Value Service suggests to you a paper best suited to your various needs. For instance, we recommend

"The Trade-mark

that Makes Good"

NATIONAL BOND

for general business use, because we think it to be the *best paper value* in the market. No matter what grade of bond paper you are using, it will pay you to examine the quality of *National Bond.* Test it in any way you like, compare it with bonds twice as costly and judge for yourself. *Envelopes to match.*

Paper, Cardboard and Envelopes
of every description in stock or made to order

For your most exacting customers, we recommend

OLD VERMONT BOND

possessing the appearance of richness, elegance and solidity so much in demand for high-grade Office Stationery, but costing no more than many inferior bonds. *Envelopes to match.*

Other bonds of corresponding value are *Royal Bank Bond, Cosmic Bond, Pilot Bond, Linolyne Bond* and *Agate Bond,* each offering rich, elegant effects, varying in desirability according to the individual tastes and ideas.

The wide range of selection *(in Bond Papers alone we carry 15 different grades)*, promptness of our deliveries, and the sterling value you receive for your money, makes Best Value Service of real value to you.

If interested, write us on your letter-head NOW.

ADMITTEDLY BEST SERVICE

Union Card & Paper Company, Dept. I, 45 Beekman Street, New York City

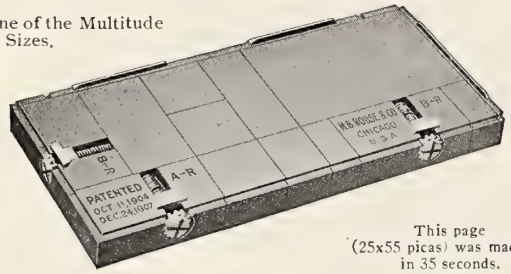
The Rouse Universal Block System

is the one dependable and satisfactory service and greatest time-saver on to-day's market. It is recognized as the one efficient and certain economical pressroom utility, and when once installed and given a fair and impartial test no printer will do without it.

Rouse Universal Block

Is Supreme

One of the Multitude of Sizes.



This page (25x55 picas) was made up in 35 seconds.

The Great Saving in Make-Ready

is a feature worth the investigation and consideration of the careful buyer, for the ROUSE UNIVERSAL BLOCK solves the trouble and supplies "that lacking" found in no other make-ready system.

Any size page can be made up in from 15 to 50 seconds and the plates clamped or released quicker than with any other system. A single set makes up 8 pages into about 160 different sizes, ranging from 17 x 25 up to 35 x 51 picas, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of 2 picas in either width or length, or both width and length.

Price, per set, including Steel Ratchet and Dustproof Case that fits a printer's stand, a practically universal and indestructible outfit, for only $55. Sold by dealers everywhere.

Stop the leaks and let 1912 represent a profitable and satisfactory business with increased profits and less worry.

Made only by H. B. ROUSE & COMPANY, *Chicago*

"Modern Methods" explains everything.
Have you got your *copy?* It's FREE.



Announcing to Business Men the Efficiency and Economy of Tokyo Bond

Are You Prepared to Meet the Result of this Announcement?

If not, don't hesitate a moment — just write to any of the distributing agents for samples and prices.

Our advertising in SYSTEM alone, is attracting widespread comment. Each month it is telling over 100,000 business executives — probably 500,000 users of business stationery — that letter-heads which look like the most expensive, yet cost less than half as much, may be had by using

Tokyo Bond

is made in the same manner as the most expensive — it is genuinely loft-dried. And the cockle surface will give your customer the commanding attention he expects of his correspondence.

DISTRIBUTING AGENTS

New York J. E. Linde Paper Co.	Buffalo Courier Company
Boston Cook-Vivian Company	Scranton Megargee Brothers
Philadelphia I. N. Megargee & Co.	Harrisburg Donaldson Paper Co.
Philadelphia Charles Beck Company	Richmond B. W. Wilson Paper Co.
Chicago Swigart Paper Company	Louisville Diem & Wing Paper Co.
St. Louis Hagen Paper Company	Montreal .. Howard Smith Paper Co., Ltd.
Baltimore B. F. Bond Paper Co.	Spokane Gray, Ewing & Company
Cincinnati Diem & Wing Paper Co.	Toronto Brown Bros., Ltd.
Cleveland Petrequin Paper Co.	Syracuse J. & F. B. Garrett Co.
Washington B. F. Bond Paper Co.	Albany Hudson Valley Paper Co
Pittsburgh Western Penn. Paper Co.	Troy Troy Paper Company

EXPORT

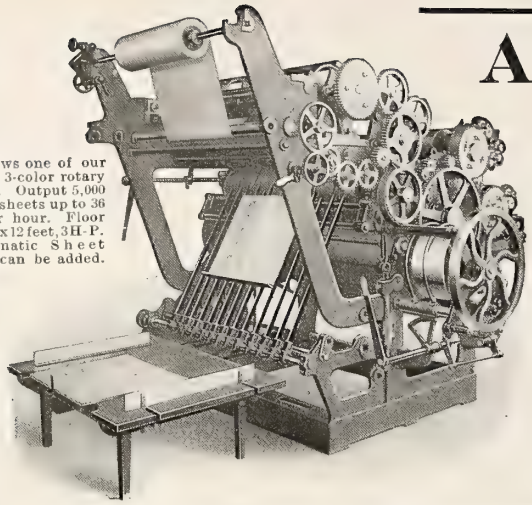
U. S. Paper Export Ass'n — 17 Battery Place, New York

Made in Holyoke, Mass., *by*

Crocker-McElwain Co.

For writing-papers with printing qualities, look for this trade-mark—

McE



Cut shows one of our all-size, 3-color rotary presses. Output 5,000 to 7,000 sheets up to 36 x 48 per hour. Floor space, 8x12 feet, 3H-P. —Automatic Sheet Feeder can be added.

AUTOMATIC PRESSES

for roll or sheet products, printing one or both sides of the web in one or more colors in one operation

Save Labor, Floor Space, Power

Advise principal sizes and class of work so that we can offer suggestion as to suitable size and style press and quote prices

MEISEL PRESS & MFG. CO.

944-948 Dorchester Avenue **BOSTON, MASS.**

Presses for cash salesbooks, tickets, wrapping papers, labels, wrappers and other specialties with attachments for perforating, numbering, interleaving, folding, according to requirements

MR. PRINTER:

Would you give a salesman a hearing if he called on you dressed in a suit of blue overalls? How can your customers expect their catalogs to receive a cordial reception if they are sent out in a cheap manila envelope? You are now in a position to furnish them a suitable catalog envelope, for we now make catalog envelopes by machinery from any stock which you furnish to us, plain or printed, in the flat.

Write to-day for layouts to the

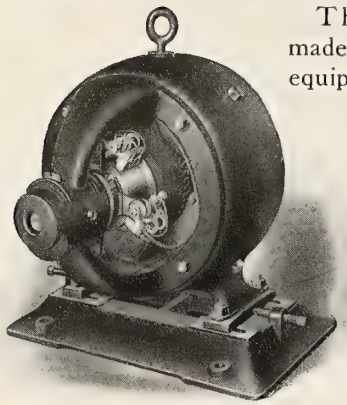
Western States Envelope Company

MILWAUKEE WISCONSIN

Manufacturers of Sure Stick Envelopes

IT ISN'T SO MUCH

what we say in our advertisement about PEERLESS MOTORS, but what we can prove — by years of successful service — that will convince you.



These Motors are made for all printing equipment requirements and with a full knowledge of the demands.

Our Motor Power "holds down" your cost of production to where it belongs.

It's to your interest that you know more about our motors. Ask us for booklet.

On ANY POWER PROBLEM write:

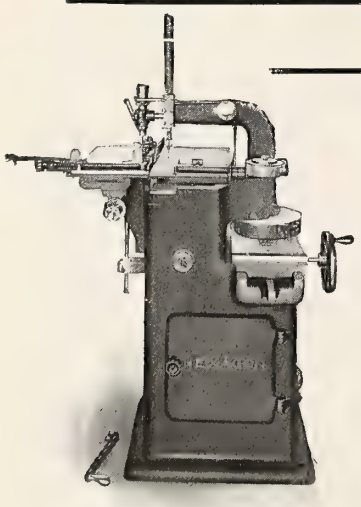
The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 452 Monadnock Bldg. NEW YORK, 43 West 27th Street

And All Principal Cities



HEXAGON SAW-PLANER

CONCENTRATED EFFICIENCY

IMMENSE SAVINGS

INVARIABLY FOLLOW THE INSTALLATION OF THIS COMPOSING-ROOM MACHINE

WE WILL SEND YOU ONE TO TRY FOR THIRTY DAYS

HEXAGON TOOL CO. 321 Pearl Street, NEW YORK



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

The Highest-Paid Artisans

are typesetting machine operators. There is also little unemployment at that branch of the trade.

THE INLAND PRINTER TECHNICAL SCHOOL

teaches linotype operating. The instruction is complete and thorough. Nearly fourteen hundred graduates. You can see what they think of the School by reading our booklet

"Machine Composition"

Ask us for it by postal card — and ask now.

Inland Printer Technical School

632 S. Sherman Street, Chicago, Ill.

BOOKS AND UTILITIES

BOOKBINDING

BOOKBINDING — Paul N. Hasluck $0.54
BOOKBINDING AND THE CARE OF BOOKS — Douglas Cockerell 1.35
BOOKBINDING FOR AMATEURS — W. J. E. Crane 1.10
MANUAL OF THE ART OF BOOKBINDING — J. B. Nicholson 2.35
THE ART OF BOOKBINDING — J. W. Zaehnsdorf 1.60

COMPOSING-ROOM

ART AND PRACTICE OF TYPOGRAPHY $5.00
CONCERNING TYPE — A. S. Carnell 50
CORRECT COMPOSITION — Theodore Low De Vinne 2.10
DESIGN AND COLOR IN PRINTING — F. J. Trezise 1.00
IMPOSITION, a Handbook for Printers — F. J. Trezise 1.00
IMPRESSIONS OF MODERN TYPE DESIGNS 25
MODERN BOOK COMPOSITION — Theodore Low De Vinne 2.10
PLAIN PRINTING TYPES — Theodore Low De Vinne 2.10
THE PRACTICAL PRINTER — H. G. Bishop 1.00
PRINTING — Charles Thomas Jacobi 2.60
PRINTING AND WRITING MATERIALS — Adèle Millicent Smith 1.60
SPECIMEN BOOKS:
Bill-heads 25
Envelope Corner-cards 25
Letter-heads 50
Professional Cards and Tickets 25
Programs and Menus 50
Covers and Title-pages 75
TITLE-PAGES — Theodore Low De Vinne 2.10
VEST-POCKET MANUAL OF PRINTING 50

DRAWING AND ILLUSTRATION

A HANDBOOK OF ORNAMENT — Franz Sales Meyer $3.75
A HANDBOOK OF PLANT FORM 2.60
ALPHABETS — A HANDBOOK OF LETTERING — Edward F. Strange 1.60
ALPHABETS OLD AND NEW — Lewis F. Day 2.10
DECORATIVE DESIGNS — Paul N. Hasluck 54
DRAWING FOR REPRODUCTION — Charles G. Harper 2.35
GRAMMAR OF LETTERING — Andrew W. Lyons 2.65
HUMAN FIGURE — J. H. Vanderpoel 2.00
LESSONS ON ART — J. D. Harding 1.10
LESSONS ON DECORATIVE DESIGN — Frank G. Jackson 2.10
LESSONS ON FORM — A. Blunck 3.15
LETTERS AND LETTER CONSTRUCTION — F. J. Trezise 2.00
LETTERS AND LETTERING — Frank Chouteau Brown 2.10
LINE AND FORM — Walter Crane 2.35
THE PRINCIPLES OF DESIGN — E. A. Batchelder 3.00
THEORY AND PRACTICE OF DESIGN — Frank G. Jackson 2.60

ELECTROTYPING AND STEREOTYPING

ELECTROTYPING — C. S. Partridge $2.00
PARTRIDGE'S REFERENCE HANDBOOK OF ELECTROTYPING AND STEREOTYPING — C. S. Partridge 1.50
STEREOTYPING — C. S. Partridge 2.00

ESTIMATING AND ACCOUNTING

A MONEY-MAKING SYSTEM FOR THE EMPLOYING PRINTER — Eden B. Stuart $1.00
BUILDING AND ADVERTISING A PRINTING BUSINESS — H. H. Stalker 1.00
CAMPSIE'S POCKET ESTIMATE BOOK — John W. Campsie 75
CHALLEN'S LABOR-SAVING RECORDS — Advertising, Subscription, Job Printers. 50 pages, flexible binding, $1; 100 pages, half roan, cloth sides, $2, and $1 extra for each additional 100 pages.
COST ESTIMATES FOR EMPLOYING PRINTERS — David Ramaley $0.50
COST OF PRINTING — F. W. Baltes 1.50
COST OF PRODUCTION 3.00
FUNDAMENTAL PRINCIPLES OF ASCERTAINING COST — J. Cliff Dando 10.00
HINTS FOR YOUNG PRINTERS UNDER EIGHTY — W. A. Willard 50
HOW TO MAKE MONEY IN THE PRINTING BUSINESS — Paul Nathan 3.20
NICHOL'S PERFECT ORDER AND RECORD BOOK, by express at expense of purchaser 3.00
ORDER BOOK AND RECORD OF COST — H. G. Bishop, by express at expense of purchaser 3.00
PRINTERS' ACCOUNT BOOK, 200 pages, by express at expense of purchaser, $3.50; 400 pages, by express at expense of purchaser 5.00
PRINTER'S INSURANCE PROTECTIVE INVENTORY SYSTEM — Brown 10.00
STARTING A PRINTING-OFFICE — R. C. Mallette 1.60

LITHOGRAPHY

HANDBOOK OF LITHOGRAPHY — David Cumming $2.10
LITHOGRAPHIC SPECIMENS 3.50
METALOGRAPHY 2.00
METAL-PLATE PRINTING 2.00
PRACTICAL LITHOGRAPHY — Alfred Seymour 2.60

MACHINE COMPOSITION

A POCKET COMPANION FOR LINOTYPE OPERATORS AND MACHINISTS — S. Sandison $1.00
CORRECT KEYBOARD FINGERING — John S. Thompson 50
FACSIMILE LINOTYPE KEYBOARDS 25
HISTORY OF COMPOSING MACHINES — John S. Thompson; cloth, $2.00; leather 3.00
THALER LINOTYPE KEYBOARD, by express at expense of purchaser 4.00
THE MECHANISM OF THE LINOTYPE — John S. Thompson 2.00

MISCELLANEOUS

THE BUILDING OF A BOOK — Frederick H. Hitchcock $2.20
EIGHT-HOUR-DAY WAGE SCALE — Arthur Duff 3.00
THE GRAPHIC ARTS AND CRAFTS YEAR-BOOK (foreign postage 80c extra) 5.00
INKS, THEIR COMPOSITION AND MANUFACTURE — C. Ainsworth Mitchell and T. C. Hepworth 2.60
MANUFACTURE OF INK — Sigmund Lehner 2.10
MANUFACTURE OF PAPER — R. W. Sindall 2.10
MODERN PRINTING INKS — Alfred Seymour 2.10
OIL COLORS AND PRINTING INKS — L. E. Andes 2.60
PRACTICAL PAPERMAKING — George Clapperton 2.60
PRINTER'S HANDBOOK OF TRADE RECIPES — Charles Thomas Jacobi 1.85

NEWSPAPER WORK

ESTABLISHING A NEWSPAPER — O. F. Byxbee $.50
GAINING A CIRCULATION — Charles M. Krebs 50
PERFECTION ADVERTISING RECORDS 3.50
PRACTICAL JOURNALISM — Edwin L. Shuman 1.35

PRESSWORK

A CONCISE MANUAL OF PLATEN PRESSWORK — F. W. Thomas $.25
AMERICAN MANUAL OF PRESSWORK 4.00
COLOR PRINTER — John F. Earhart.
MODERN PRESSWORK — Fred W. Gage 2.00
NEW OVERLAY KNIFE, WITH EXTRA BLADE 35
Extra Blades for same, each 05
OVERLAY KNIFE 25
PRACTICAL GUIDE TO EMBOSSING AND DIE STAMPING 1.50
STEWART'S EMBOSSING BOARD, per dozen 1.00
TYMPAN GAUGE SQUARE 25

PROCESS ENGRAVING

A TREATISE ON PHOTOGRAVURE — Herbert Denison $2.25
LINE PHOTOENGRAVING — Wm. Gamble 3.50
METAL-PLATE PRINTING 2.00
METALOGRAPHY — Chas. Harrap 2.00
PENROSE'S PROCESS YEAR-BOOK 2.50
PHOTOENGRAVING — H. Jenkins; revised and enlarged by N. S. Amstutz 3.00
PHOTOENGRAVING — Carl Schraubstadter, Jr 3.10
PHOTO-MECHANICAL PROCESSES — W. T. Wilkinson 2.10
PHOTO-TRICHROMATIC PRINTING — C. G. Zander 1.50
PRIOR'S AUTOMATIC PHOTO SCALE 2.00
REDUCING GLASSES 35
THREE-COLOR PHOTOGRAPHY — Arthur Freiherrn von Hubl 3.50

PROOFREADING

BIGELOW'S HANDBOOK OF PUNCTUATION — Marshall T. Bigelow $.55
CULINARY FRENCH 35
ENGLISH COMPOUND WORDS AND PHRASES — F. Horace Teall 2.60
GRAMMAR WITHOUT A MASTER — William Cobbett 1.10
THE ORTHOEPIST — Alfred Ayres 1.35
WEBSTER DICTIONARY (Vest-pocket) 50
PENS AND TYPES — Benjamin Drew 1.35
PROOFREADING AND PUNCTUATION — Adèle Millicent Smith 1.10
PUNCTUATION — F. Horace Teall 1.10
STYLEBOOK OF THE CHICAGO SOCIETY OF PROOFREADERS 30
THE ART OF WRITING ENGLISH — J. M. D. Meiklejohn, M.A. 1.60
THE VERBALIST — Alfred Ayres 1.35
TYPOGRAPHIC STYLEBOOK — W. B. McDermutt 50
WILSON'S TREATISE ON PUNCTUATION — John Wilson 1.10

Published or For Sale by **THE INLAND PRINTER COMPANY**

624-632 Sherman St., CHICAGO **1729 Tribune Building, NEW YORK**

PAMPHLET GIVING CONTENTS OF EACH BOOK MAILED ON REQUEST



Start the New Year
Using
REDINGTON COUNTERS
PRICE $5.00
ALWAYS RELIABLE

Especially designed for job presses, cylinder presses, folding machines or any automatic machine where a correct count is required.

Address Dealer or
F. B. REDINGTON CO.
Chicago, U. S. A.

Profit-Producing Printing Papers

Send for our new Portfolio and sample set of

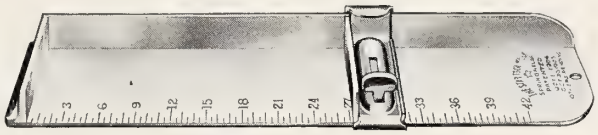
"Factor Bond"

Ream lots	6¼ cents per lb.
Case lots (assorted)	6 cents per lb.

Parker, Thomas & Tucker Paper Co.
514-522 Sherman St., Chicago, Ill.

Our German Silver Composing Stick

is a beautiful tool, possessing all the high quality of the Regular Steel Star Composing Stick. The German Silver Stick will not *rust* or *corrode*, will outlast steel sticks, and is of value to printers in seacoast cities.



The German Silver Star Composing Stick

appeals to the workmen who take pride in having the *best*.

MADE IN ALL POPULAR SIZES.

FOR SALE BY SUPPLY HOUSES GENERALLY

The Star Tool Mfg. Company
"Tools of Quality for Particular Printers"
Springfield, Ohio, U. S. A.

You have an unusual opportunity to reach the Office Appliance Dealer, Retail Stationer, and Purchasing Agent, through only ONE medium — the

Inland Stationer
Business Equipment Journal

¶ An examination of the magazine itself shows you why.

¶ The Office Appliance Dealer and the Retail Stationer subscribe for it because it handles the selling end of their lines in a business-like manner. Every issue contains articles of sales plans of real practical value.

¶ The Purchasing Agent subscribes for it because it keeps him in close touch at all times with the latest and best developments in business equipment.

¶ You can reach all three with *one* advertisement and at *one* price by using *only* INLAND STATIONER—**BUSINESS EQUIPMENT JOURNAL.** Let us send you some important facts.

Inland Stationer
Business Equipment Journal
624-632 Sherman Street
Chicago

THE PRINTING ART

"The Fashionplate of Printerdom"

THE HANDSOMEST PRINTING-TRADE JOURNAL PUBLISHED

DESIGN, typography, colorwork, engraving, and other features are fully covered each month. It is a publication that interests equally the employing printer, compositor and pressman, as well as the publisher, engraver, and booklover.

Annual subscription, $3.00; single copies, 30 cents. Foreign subscriptions, $5.00, including postage. Canadian subscriptions, $3.75 per year. Mention this magazine and secure a free sample copy.

THE PRINTING ART
Cambridge, Mass.

FOR PRINTERS



Best Detergent for cleaning and preserving Rollers

Polished Copper

for Half-tone and Color Processes

Polished Zinc

for Line Etching, Half-tone and Ben Day Processes

Chemicals, Supplies and Equipment

for the Shop, Gallery and Artroom

National Steel and Copper Plate Co.

OFFICES AND STOCKROOMS

704-6 Pontiac Bldg., 542 S. Dearborn St., Chicago
1235 Tribune Bldg., City Hall Square, New York
214 Chestnut St. : : : St. Louis, Mo.

FACTORIES

1133-1143 West Lake Street : Chicago, Ill.
220-224 Taaffe Place : Brooklyn, New York

Vest-Pocket Manual *of* Printing

A full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons

TABLE OF CONTENTS

Punctuation: The Comma, Semicolon, Colon, Period, Note of Interrogation, Exclamation Mark, Hyphen, Marks of Parenthesis, Dash, Apostrophe—Capitalization—Style: The Use and Non-use of Figures, Abbreviations, Italicizing, Quotations—Marked Proof—Corrected Proof—Proofreaders' Marks—Make-up of a Book—Imposition and Sizes of Books—Sizes of the Untrimmed Leaf—Type Standard—Number of Words in a Square Inch—Relative Sizes of Type—Explanation of the Point System—Weight of Leads Required for any Work—Number of Leads to the Pound—To Print Consecutive Numbers—To Prevent Coated Paper from Peeling—Engraving and Illustrating—Definitions of the Principal Technical Terms Used in Fine Bookbinding—Relative Values of Bindings—Directions for Securing Copyright—Correct Sizes of Flat Writing Papers—Sizes of Ruled Paper—Regular Envelope Sizes—Standard Sizes of Newspapers—Leads for Newspapers—Newspaper Measurements—Imposition of Forms.

Convenient vest-pocket size. Neatly bound in leather, round corners; 86 pages; 50 cts.

THE INLAND PRINTER CO.

1729 Tribune Bldg. NEW YORK — 632 Sherman Street CHICAGO

COPPER AND ZINC PLATES

MACHINE GROUND AND POLISHED

CELEBRATED SATIN FINISH BRAND

FOR PHOTO-ENGRAVING AND ETCHING

MANUFACTURED BY

THE AMERICAN STEEL & COPPER PLATE CO.

116 NASSAU STREET, NEW YORK, N. Y.

We cater to the Printing Trade in making the most up-to-date line of

Pencil and Pen Carbons

for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters.

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

EMPIRE LINOTYPE SCHOOL

FRANK F. ARNOLD, Manager
419 First Ave., (Near 24th St.)
NEW YORK

SPECIAL FALL RATES

Write for booklet and dates of next openings

Advertising BLOTTERS

with attractive pictures and ample space for advertising matter. Good margin of profit. Send for samples and prices.

U. S. Photogravure Co.
186 WEST FOURTH STREET
NEW YORK CITY

Our Imported and Domestic

1913 Calendar Samples

are now ready. The kind of stock that sells and makes money for the printer. $5.00 is all you invest for such a paying business.

Price list and full information free

PENN CO., 20 H North Sixth Street
PHILADELPHIA, PA.

METALS

Linotype, Monotype, Stereotype Special Mixtures

QUALITY

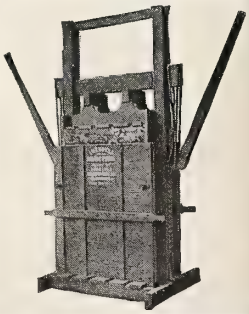
First, Last and All the Time.

E. W. Blatchford Co.

230 N. Clinton St. Chicago — 5 Beekman St. New York

A SULLIVAN PRESS

will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 64-F*



SULLIVAN MACHINERY COMPANY
122 South Michigan Avenue, CHICAGO

CONCERNING TYPE

A HANDBOOK FOR USERS OF PRINTING

64 pages—Flexible Cover—3 x 6 inches—a size and shape most convenient for pocket or desk use.

A CYCLOPEDIA
OF
EVERY-DAY INFORMATION
FOR THE
NON-PRINTER
ADVERTISING MAN

Ever feel the lack of technical printing knowledge? **"Concerning Type"** tells all about type, how it is divided into text and display faces, explains the point system, shows eighteen kinds of type—each in seven sizes; contains valuable information about engravings, composition, proofreading, paper, presswork, binding, estimating, a complete dictionary of printing terms, and a hundred other things you should know—but probably don't. Endorsed by every one who knows a good thing when he sees it.

Price, 50 Cents, postpaid

THE INLAND PRINTER CO.
1729 TRIBUNE BLDG. NEW YORK — 632 SHERMAN ST. CHICAGO

TABLE OF CONTENTS—JANUARY, 1912.

PAGE

Advertising Suggestion 611
Advises Printers to Buy Weeklies..... 604
All in the Same Family..... 591
Anarchism (poem) 568
Ancient Book, A Leaf from an..... 541
Apprentice Printers' Technical Club — No. XIV 549
Ben Franklin Club, Chicago, Elects New Officers 606
"B. L. T." Pickups..... 587

BOOKBINDING:
Box and Case Making..... 593

BOOK REVIEW:
"Ads. and Sales"..... 608
Book on Printing, A..... 608
Photographic Annuals for 1912..... 608
Printing from France, Specimens of..... 608
Sanford's Manual of Color..... 608

Boss, The Candid..... 529

BUSINESS NOTICES:
"Deer Lake" Brand of Stationer, The.... 615
Denny, Hilborn & Rosenbach's Stamping Inks, Embossing Varnishes and Colors. 617
Indelible Cloth Labels Printed from the Roll 615
La Boiteaux Company, The C. L., Adds a Paper Department 615
Latham Machinery Company, Progress of the 617
Linotype Factory, Addition to..... 617
Modern Salesmanship 615
Ostrander-Seymour Company, Platemakers' Catalogue of the..... 615
Popular Mechanics Increasing Its Circulation 615
Printers' Equipment Company, The..... 617
"Seconds" 615
Shniedewend's Combined Lock-up and Register Device (illustrated)..... 617
Triumph Electric Company, Pittsburgh Office of the..... 615
Where They Come From..... 616

Centenary of the Cylinder Press..... 606
Chinese Printing Type..... 575
Church, An Exclusive..... 587
Colorado Cost Congress..... 605

CONTRIBUTED ARTICLES:
Apprentice Printers' Technical Club — No. XIV 549
Boss, The Candid..... 529
Country-newspaper Days, Recollecting..... 599
Figures, The Legibility of..... 536
Grammar and Proofreading..... 559
Interest on Your Investment..... 539
Leaf from an Ancient Book, A..... 541
Patent Gages or Quads?..... 592
Quality of Type (illustrated)..... 596
Shop Efficiency 533
Standardization, Suggestions in..... 613
Time-wasting 598

CORRESPONDENCE:
Deaf Mute, In Behalf of the..... 553
Devil, Our Responsibilities to the..... 553
"Discrimination in Wages"..... 553
Old Printer, A Plea for the..... 554
Printing Trade, The Physically Handicapped in the..... 553
Tribute, A 554

COST AND METHOD:
Educating and Cautioning the Customer... 579
Estimating Contest at Cincinnati..... 579
Get-together, The Spirit of..... 577
Hour Costs in a Country Office..... 577
Price-list, Job-printing 577
"Real" Money, Making..... 578
State Printing 578
Subscription Contests 579
Country-newspaper Days, Recollecting..... 599
Country Printers, A Department for..... 545
Country Publishers and the Things They Should Know 609
Court Knocks Out Printing Contract..... 603
Deaf Mute, In Behalf of the..... 553
Devil, Our Responsibilities to the..... 553
"Discrimination in Wages"..... 553

EDITORIAL:
Country Printers, A Department for..... 545
His Majesty the Proofreader..... 545
Lesson from Los Angeles, The..... 546
Notes 545
Not Optimism, But Facts..... 547
The Way You Look at It..... 546
Trade-union Officers, Selecting..... 546

Educational Movement, Development of..... 568
Efficiency, Shop 533
English Language, The..... 562

PAGE

Figures, The Legibility of..... 536
Fire Destroys Big Southern Plant..... 604
Foreign Graphic Circles, Incidents in..... 555
Gotham Printers Getting Together..... 614
Grammar and Proofreading — No. VII..... 559
His Majesty the Proofreader..... 545

ILLUSTRATIONS:
A Big Haul of Salmon on the Columbia River 595
A Happy New Year..... 585
Castle of Veldesersee, on the Rhine..... 612
Chicks! 587
Lake of the Cypresses..... 548
On the Columbia River..... 551
Seining on the Columbia River.....602, 613
Sicilian Fisherman 560
Some Resolutions and Resolutionists..... 544
Vista of Florence (with verse)..... 588

Incidents in Foreign Graphic Circles..... 555
Interest on Your Investment..... 539

JOB COMPOSITION:
Ness, Albert K..... 561

KINKS:
Articles and Advertisements, Filing..... 602
Irregular Printing Areas, Estimating or "Casting Up" (illustrated)..... 601
Locking Form 601
Steel Perforating-rule, A Satisfactory Way of Using 602
Trade-paper Make-up, Suggestion to Facilitate 601

Leaf from an Ancient Book, A..... 541
Lesson from Los Angeles, The..... 546

MACHINE COMPOSITION:
Composing Machinery, Recent Patents on.. 571
Friction Clutch 569
Hair-lines 569
Keyboard and Keyrods..... 571
Matrices and Spacebands, Transpositions of 570
Pot Lock-up, To Test..... 569
Slugs, Imperfect 570
Troubles of a Kansas Operator..... 569
Type-high Slugs 570

Master Printers' Convention..... 605
Master Printers Enjoy Annual Oyster Roast.. 603
McNamaras, Typographical Unions Repudiate. 603

NEWSPAPER WORK:
Ad. Display, Good..... 582
Ad.-setting Contest No. 33..... 580
Advertising Rate-card for a Daily..... 581
Advertising Rate-card for a Weekly..... 581
Circulation of 4,000 in a Town of 4,281... 582
Increasing Subscription Rates, Good Reasons for 581
Manila Paper, Yearly Review Number of a (illustrated) 582
Newspaper Criticisms 584
Pennsylvania Daily, New..... 581
Subscription Contest, Successful..... 581
"The Story of Thirty Years"..... 582
Well-balanced First Page..... 581

North Carolina Printers Have Good Meeting. 604
Not Optimism, But Facts..... 547

OBITUARY:
Campbell, James G..... 607
Francis, Charles Spencer..... 607
Gilroy, Thomas F..... 607
Langley, Cyrus B..... 607
McCanany, Michael 607

Old Printer, A Plea for the..... 554
Pacific Coast Cost Congress, Second..... 606
Paper Company Banquets Employees..... 603
Paper (poem) 543
Patent Gages or Quads?..... 592
Physically Handicapped in the Printing Trade, The 553

PRESSROOM:
Christmas Numbers, Interesting..... 589
Cylinder Pressmen, Books for..... 589
Electricity in Basement Pressroom..... 590
Hard Packing, The Value of..... 590
Heat to Eliminate Offset..... 589
Mechanical Chalk-relief Overlay, The..... 591
Presswork of Unusual Merit..... 589
Printers' Rollers, The Making of..... 590
Transparent Paper for Overlaying..... 589
Tympan for Hot Embossing..... 589
Underlays, The Function of..... 590

Printers' Cost System, University to Teach.. 606
Printers' League, New York..... 575

PROCESS ENGRAVING:
Cleaning Scum from Copper Before Etching 586
Engravers' Cost System, Western..... 586
"Hogan Stops" for Newspaper Half-tones 585
Photoengraving Trade Terms..... 585

PAGE

Photographing without a Camera..... 586
Vibration in Engraving Plants, Method of Overcoming (illustrated) 586
Zinc for Enamel, New Method for Preparing 585

Proofreading, Grammar and..... 559

PROOFROOM:
Pair, Pairs; Dozen, Dozens, etc..... 558
Typographic Astonisher, A..... 558

QUESTION BOX:
"Anchor" Calendars 572
Bank-notes, Machine for Washing..... 572
Bookbinderies, Classified — Slip-sheeting Machines 574
Bronze Labels, Burnishing..... 572
Calendar Makers 573
Carlton Perforator 572
Celluloid Articles, Manufacturers of..... 573
Celluloid Plates 573
Chalk-coated Paper 574
Chalk-plate Patents, Owners of..... 573
Chalk-plates 573
Coin-card Makers 572
Cooking-bags 573
Directory of Periodicals..... 572
Directory of Retail Stationers..... 573
Embossed Stock for Menus, Folders, etc... 572
Eyeletting Machine 572
Fan-fold Forms 574
Gummed Paper in Rolls..... 572
Gumming Envelopes, Machine for..... 573
Labor Lien, Not a..... 574
Machine to Punch Hole and Tie Cord Through It 573
Match-boxes, Small — Paper for Covering Pasteboard Boxes 574
Pad to Slip Over Ink Platen..... 572
Paper, Special 572
Photoengraving Schools 573
Pictures for Calendars..... 574
Printers' Aprons 573
Printing and Paraffining..... 572
Printing-offices in the United States, Number of 573
Riebe Quoin 572
Rubber Stamps, Formula for Making..... 574
Sanitary White Rags for Printers..... 573
Steel-die Stamping Process..... 575
Stereotypes, Celluloid 574
Theater Programs, Stock-sheets for..... 573
Tin-wedding Announcements, Stock for.... 574

Resolved 611
Richardson Appointed State Printer..... 603
Schools to Have Printing Plant..... 603
Shop Efficiency 533
Specialty Device, An Effective..... 571

SPECIMEN REVIEW 563
Standardization, Suggestions in..... 613
Supplymen on Important Commerce Committee 614
The Man and the Field..... 600
The Way You Look at It..... 546
Time-wasting 598

TRADE NOTES:
Advises Printers to Buy Weeklies..... 604
Chicago Ben Franklin Club Elects New Officers 606
Colorado Cost Congress..... 605
Court Knocks Out Printing Contract..... 603
Cylinder Press, Centenary of the..... 606
Fire Destroys Big Southern Plant..... 604
Francis Chapel Jollifies, The..... 605
Fred Klein Company Moves..... 605
Master Printers' Convention..... 605
Master Printers Enjoy Annual Oyster Roast 603
McNamaras, Typographical Unions Repudiate 603
Minneapolis Organizations to Merge..... 605
North Carolina Printers Have Good Meeting 604
Novel Window Show..... 605
Old Friend, Passing of an..... 606
Paper Company Banquets Employees..... 603
Popular Chicago Printer Goes to Grand Rapids 604
Printers' Cost System, University to Teach. 606
Printer to Become Postmaster..... 604
Pulitzer's School of Journalism..... 606
Richardson Appointed State Printer..... 603
Same Wage Scale for Twenty Years..... 604
Schools to Have Printing Plant..... 603
Second Pacific Coast Cost Congress..... 606
Typesetting-machine Company Incorporated, New 604

Trade-union Officers, Selecting 546
Tribute, A 554
Type, Quality in (illustrated)..... 596
What the Modern Printer Must Know..... 608
Window Show, Novel..... 605

Color and Its Application to Printing

By E. C. ANDREWS

Color is attraction. An agreeable attraction is a favorable introduction. Printed matter which has an agreeable attraction in form and color is introduced in the most effective way. Good color selection is of prime importance in efficiency. Efficiency spells success for printer, pressman and proprietor.

Color and Its Application to Printing Tells How and Why

It is not a ready reference book of color. It is a study. By study only can the true inwardness of color selection be determined. The weighing and mixing of inks, color matching, and pressroom difficulties, are the subjects of Chapters X, XI and XII, and are alone worth the price of the work to many pressmen.

Handsomely bound, cloth back, stiff boards, half paper sides. 6¼ x 9¼ format. Heavy plate paper. 123 pages, with blank sheets for notes. 47 illustrations. 3 color inserts.

Price, $2.00

THE INLAND PRINTER COMPANY, CHICAGO, *Publishers*

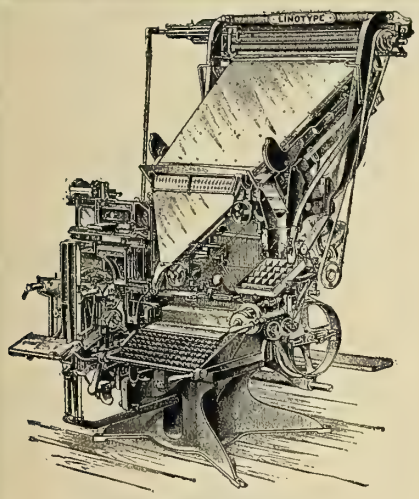
INDEX TO ADVERTISEMENTS.

	PAGE
Acme Staple Co	524
American Electrotype Co.	525
American Numbering Machine Co.	501
American Pressman	512
American Printer	627
American Rotary Valve Co.	500
American Steel & Copper Plate Co.	638
American Type Founders Co.	508
Anderson, C. F., & Co.	522
Ault & Wiborg Co.	504
Auto Falcon & Waite Die Press Co.	516
Automatic Press Feeder Co.	514
Autopress Co.	493-524
Babcock Printing Press Mfg. Co.	487
Barnhart Bros. & Spindler	487
Barton Mfg. Co.	621
Beck, Charles, Co.	506
Beckett Paper Co.	Insert
Black-Clawson Co.	622
Blatchford, E. W., Co.	638
Blomfeldt & Rapp Co.	506
Boston Printing Press & Machinery Co.	511
Bresnan, Deboise, Co.	626
Brislane-Hoyne Co.	511
British Printer	500
Brown Folding Machine Co.	482
Butler, J. W., Paper Co.	481
Cabot, Godfrey L.	622
Carver, C. R., Co.	500
Challenge Machinery Co.	513
Chambers Bros. Co.	502
Chandler & Price Co.	517
Chicago Lino-Tabler Co.	619
Cleveland Folding Machine Co.	505
Coes, Loring, & Co.	494
Colonial Co.	622
Cottrell, C. B., & Sons Co.	528
Cox Multi-Mailer Co.	630
Crane, Z. & W. M.	635
Crocker-McElwain Co.	633
Dennison Mfg. Co.	520
Denny, Hilborn & Rosenbach	513
Deutscher Buch- und Steindrucker	512
Dexter Folder Co.	498-499
Dewey, F. E. & B. A.	501
Dick, Rev. Robert, Estate	511
Dinse, Page & Co.	510
Dobler & Mudge	524
Durant, W. N., Co.	622
Eagle Printing Ink Co.	496
Eastern Brass & Wood Type Co.	527
Empire Linotype School	638
Freie Kunste	512
Freund, Wm., & Sons	507
General Electric Co.	488-489
Globe Engraving & Electrotype Co.	503
Gould & Eberhardt	507
Hamilton Mfg. Co.	518
Hampshire Paper Co.	483
Hansen, H. C., Type Foundry	515
Hellmuth, Charles	507
Herrick Press	622
Hexagon Tool Co.	634
Hickok, W. O., Mfg. Co.	500
Hoole Machine & Engraving Works	506
Ideal Coated Paper Co.	629
Imprint Matrix Co.	627
Inland Printer Technical School	635
Inland Stationer	637
International Correspondence Schools	627
I. T. U. Commission	628
Jaenecke Printing Ink Co.	492
Johnson Automatic Roller Rack Co.	505
Jones, Samuel, & Co.	624
Juengst, Geo., & Sons	501
Kast & Ehinger	507
Keystone Type Foundry	Insert
Kidder Press Co.	514
Kimble Electric Co.	496
Lanston Monotype Machine Co.	509
Latham Machinery Co.	523
Marseilles Wrapping Paper Co.	622
Mayer, Robert, & Co.	511
Mechanical Appliance Co.	522
Megill, E. L.	618
Meisel Press & Mfg. Co.	634
Mergenthaler Linotype Co.	Cover
Miehle Printing Press & Mfg. Co.	Cover
Miller Saw-Trimmer Co.	629
Millers Falls Paper Co.	526
Mittag & Volger	638
Morrison, J. L., Co.	503
National Lithographer	512
National Machine Co.	508
National Printing Machinery Co.	626
National Steel & Copper Plate Co.	638
Neenah Paper Co.	631
Oswego Machine Works	485
Paper Dealer	622
Parker, Thomas & Tucker Paper Co.	637
Parsons Trading Co.	497
Peerless Electric Co.	634
Penn Card & Paper Co.	638
Printing Art	637
Process Engraver's Monthly	512
Redington, F. B., Co.	637
Regina Co.	521
Review Printing & Embossing Co.	507
Richmond Electric Co.	629
Rising, B. D., Paper Co.	510
Robbins & Myers Co.	511
Roberts Numbering Machine Co.	510
Rosendal, Geo. T., & Co.	622
Rouse, H. B., & Co.	632
Sabin Robbins Paper Co.	527
Scott, Walter, & Co.	491
Seybold Machine Co.	495
Shepard, Henry O., Co.	486-622
Sheridan, T. W. & C. B., Co.	490
Shniedewend, Paul, & Co.	527
Sleight Metallic Ink Co.	496
Southworth Co.	516
Sprague Electric Co.	503
Star Tool Mfg. Co.	637
Sullivan Machinery Co.	638
Swigart Paper Co.	629
Swink Printing Press Co.	525
Tarcolin	638
Tatum, Sam'l C., Co.	521
Taylor, Arthur S.	621
Thompson Type Machine Co.	520
Triumph Electric Co.	497
Ullman, Sigmund, Co.	Cover
Union Card & Paper Co.	632
United Printing Machinery Co.	484
Universal Type-Making Machine Co.	524
U. S. Photogravure Co.	638
Van Allens & Boughton	504
Wanner, A. F., & Co.	497-522
Want Adverisements	618
Warren, S. D., & Co.	623
Watzelhan & Speyer	527
Wesel, F., Mfg. Co.	624
Western States Envelope Co.	634
Westinghouse Electric & Mfg. Co.	527
West Virginia Pulp & Paper Co.	528
Wetter Numbering Machine Co.	625
White, James, Paper Co.	502
Wiggins, John B., Co.	624
Wing, Chauncey	502
Wire Loop Mfg. Co.	622
Zeese-Wilkinson Co.	523

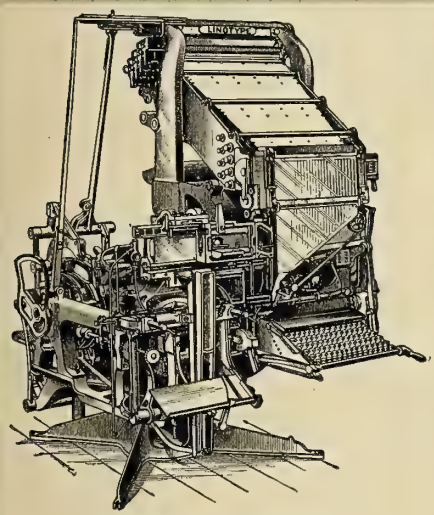
THE MOST COSTLY

Element *of* Composing-room Expense is

HAND WORK



Quick-Change Model 8
Three-Magazine Linotype



Quick-Change Model 9
Four-Magazine Linotype

Hand Composition
Hand Justification
Hunting for Sorts
Handling in Make-up
Hand Distribution



These multitudinous hand operations loom large in the year's aggregate of costs. They skim the cream from composing-room profits. The remedy lies in the use of

MULTIPLE MAGAZINE LINOTYPES

Hand in hand with the Linotype way goes the *Thompson Typecaster,* which makes perfect individual type from Linotype matrices, Compositype matrices, or Thompson matrices with equal facility.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 638-646 Sacramento St. NEW ORLEANS: 549 Baronne St.

TORONTO — Canadian Linotype, Ltd., 35 Lombard Street

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-FabrikG.m.b.H., Berlin, Germany

BUENOS AIRES — Hoffmann & Stocker
RIO JANEIRO — Emile Lambert
PORTO ALEGRE (Brazil) — Edwards, Cooper & Co.
HAVANA — Francisco Arredondo
SANTIAGO (Chile) — Enrique Davis

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. — Parsons Trading Co.
TOKIO — Teijiro Kurosawa

Recent Decisions *on the* Press Question

Below are given the names of 59 purchasers who recently installed 72 presses, and who reached a decision as to which is the best press to *buy*. These same concerns have been confronted with the same question 791 times before and reached the same decision. They now have 863 Miehle Presses.

The Miehle

Western Bank Note & Engraving Co	Chicago, Ill	1
Previously purchased 2 Miehles		
The Williams Ptg. Co	New York City	1
Previously purchased 28 Miehles		
F. H. Gilson Co	Boston, Mass	1
Previously purchased 4 Miehles		
Ackerman-Quigley Ptg. Co	Chicago, Ill	2
Previously purchased for this and other branches 6 Miehles		
Arcade Ptg. Co	Chattanooga, Tenn	1
Little & Becker Ptg. Co	St. Louis, Mo	1
Presses shipped to Europe during November		11
Previously shipped to Europe 545 Miehles		
Chapple Pub. Co., Ltd	Boston, Mass	1
Previously purchased 9 Miehles		
Hotchkiss Ptg. Co	Chicago, Ill	1
The Stratton Press, Inc	Newton, Mass	1
Western Newspaper Union	Charlotte, N. C	1
Previously purchased for this and other branches 88 Miehles		
The James Bayne Co	Grand Rapids, Mich	1
Previously purchased 5 Miehles		
C. E. Sheppard Co	New York City	1
Previously purchased 3 Miehles		
The Volkszeitung Co	St. Paul, Minn	1
Previously purchased 2 Miehles		
Evening Wisconsin Co	Milwaukee, Wis	2
Previously purchased 5 Miehles		
Beck Engraving Co	Philadelphia, Pa	5
Previously purchased 1 Miehle		
W. B. Chew & Son	Xenia, Ohio	1
The Hepner Press	New York City	1
Bramhall Ptg. Co	Chicago, Ill	1
Previously purchased for this and other branches 6 Miehles		
A. W. Hyatt Staty. Mfg. Co	New Orleans, La	1
Previously purchased 1 Miehle		
Metropolitan Syndicate Press	Chicago, Ill	1
Previously purchased 5 Miehles		
The Crowell Pub. Co	Springfield, Ohio	1
Previously purchased 6 Miehles		
The Vermont Printing Co	Brattleboro, Vt	1
River Raisin Paper Co	Monroe, Mich	1
Transo Paper Co	Chicago, Ill	1
Previously purchased 5 Miehles		
Clemens & Frederick	Chicago, Ill	1
Manz Engraving Co	Chicago, Ill	2
Previously purchased 29 Miehles		
The Standard Publishers	Regina, Sask	1
Previously purchased 1 Miehle		
Saults & Pollard Co	Winnipeg, Man	1
Previously purchased 3 Miehles		
Smith Advertising Co	Xenia, Ohio	2
Victor Talking Machine Co	Camden, N. J	1
Previously purchased 1 Miehle		
John R. Getts & Bro	Philadelphia, Pa	1
A. R. Barnes & Co	Chicago, Ill	1
Previously purchased 10 Miehles		
Times-Record Ptg. Co	Valley City, N. D	1
Faulkner-Ryan Co	Chicago, Ill	2
Previously purchased 2 Miehles		
Shapiro & Portugal	New York City	1
National Blank Book Co	Holyoke, Mass	1
Previously purchased 6 Miehles		
The Paterson Composition Co	Paterson, N. J	1
Kirby-Cogeshall Co	Milwaukee, Wis	1
The Pinkham Press	Boston, Mass	1
The Sparrell Print	Boston, Mass	1
William G. Hewitt	Brooklyn, N. Y	2
Previously purchased 2 Miehles		
Fred Klein Co	Chicago, Ill	1
Previously purchased 4 Miehles		
M. B. Brown Ptg. & Binding Co	New York City	2
Previously purchased 9 Miehles		
Wm. Mitchell Ptg. Co	Greenfield, Ind	1
Previously purchased 3 Miehles		
Towne & Robie	Franklin, N. H	1
American Printing Co	Milwaukee, Wis	1
Bireley & Elson Ptg. Co	Los Angeles, Cal	1
F. V. Dewey	Hanford, Cal	1
Jeffrey & McPherson Co	Minneapolis, Minn	1
The Johnstown Independent	Johnstown, Ohio	1

Shipments for November, 1911—72 Miehle Presses

The Miehle Printing Press & Manufacturing Company

FACTORY: Corner Fourteenth and Robey Streets — Chicago, Illinois, U. S. A. — SOUTH SIDE OFFICE: 326 S. Dearborn Street

New York Office, 38 Park Row — Philadelphia Office, Commonwealth Building — Boston Office, 164 Federal Street — Dallas Office, 411 Juanita Building
San Francisco Office, 401 Williams Building, 693 Mission Street — Portland, Ore., Office, 506 Manchester Building, 85½ Fifth Street
94 Markgrafenstrasse, Miehle Druck-Pressen G. m. b. H., Berlin, Germany — Societe Anonyme des Presses Typographiques Miehle, 7 Rue Laffitte, Paris, France
Herm. Stolz & Co., Rio de Janeiro, Brazil

The Inland Printer

The leading trade journal of the world in the printing and allied industries



Smithsonian Institution
FEB 2 1912
National Museum

Vol. 48 No. 5 February · 1912 Price 30 Cents

PJT

CAUTION

When Doubletone Inks are specified
It means Ullman's genuine
Doubletone Inks or Ullmanines.
You may not detect the counterfeits
But your customer will.
In imitative specimen books
Not only our very designations
Are frequently appropriated
But sometimes to mislead and deceive
Our Inks Themselves Are Used.
These can, however, be obtained only
From us or our recognized agents.



Sigmund Ullman Co.

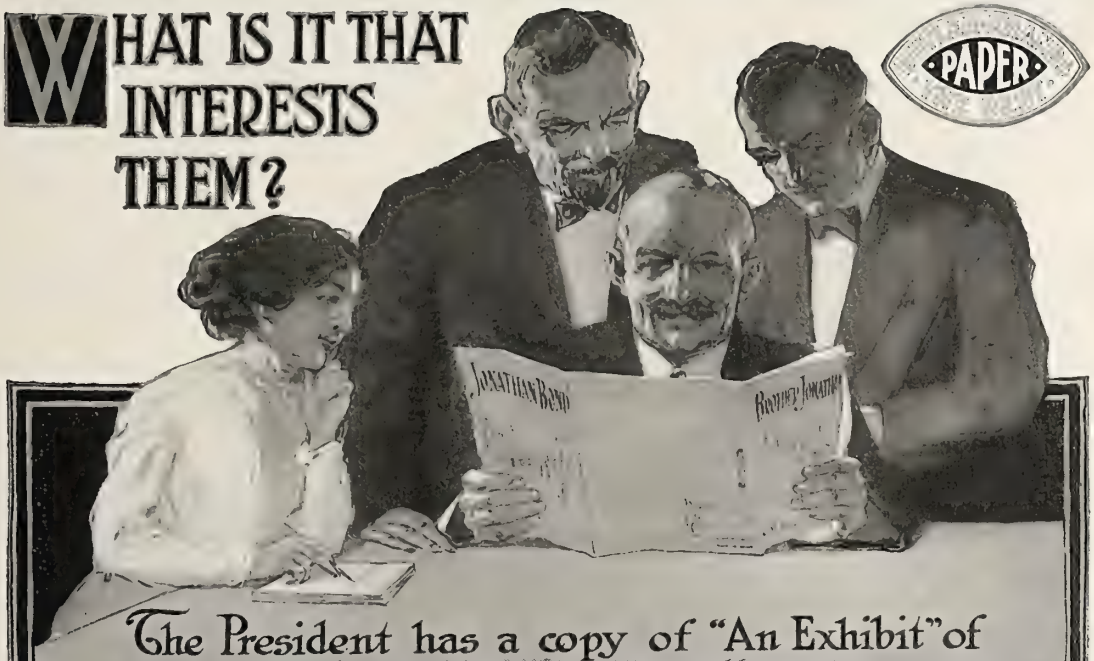
New York (uptown)	Philadelphia
New York (downtown)	Cleveland
Chicago	Cincinnati

YOU NEED "AN EXHIBIT"

This advertisement has appeared in many leading business magazines where you have probably seen it before. The specimen book mentioned is, to our knowledge, the finest and most elaborate showing of letter-heads ever issued in behalf of a writing paper. In arrangement and text matter it is designed to indicate the positive value of good business stationery and it has proven a great help to printers in soliciting orders for this class of work. If you would like to have a copy write us, we'll gladly send it. Ask about "Printers' Helps."

J. W. BUTLER PAPER CO.

WHAT IS IT THAT INTERESTS THEM?



The President has a copy of "An Exhibit" of
"Famed for its Excellence"

BROTHER JONATHAN BOND

Business Stationery on his desk. It is the most elaborate, artistic and convincing test of a business writing paper that has ever been issued. You may have a copy by writing for it on your present business letterhead, - it is FREE to buyers of stationery, thirty-five cents in stamps to others. If you want fine stationery you should ask your printer or stationer to use BROTHER JONATHAN BOND, the paper which is essentially and successfully made for the purpose. You can easily identify this paper by its distinctive high quality and the watermark which appears in every sheet of the genuine. ~ ~ Don't fail to send at once for "An Exhibit", whether you are in immediate need of stationery or not.



J. W. BUTLER PAPER COMPANY
Established 1844 Chicago



Why Use Kamargo Covers? Tell *Your* Customers

Every printer knows how much the success of his catalog work depends upon the cover, stock used. And printers who use Kamargo covers know why they make catalogs look better, wear better, and last longer. Experience has taught them that they can obtain finer results, please their customers better, and make a fairer profit on every sort of catalog, booklet, brochure and folder, by using

Kamargo Mills

FOUNDED 1808

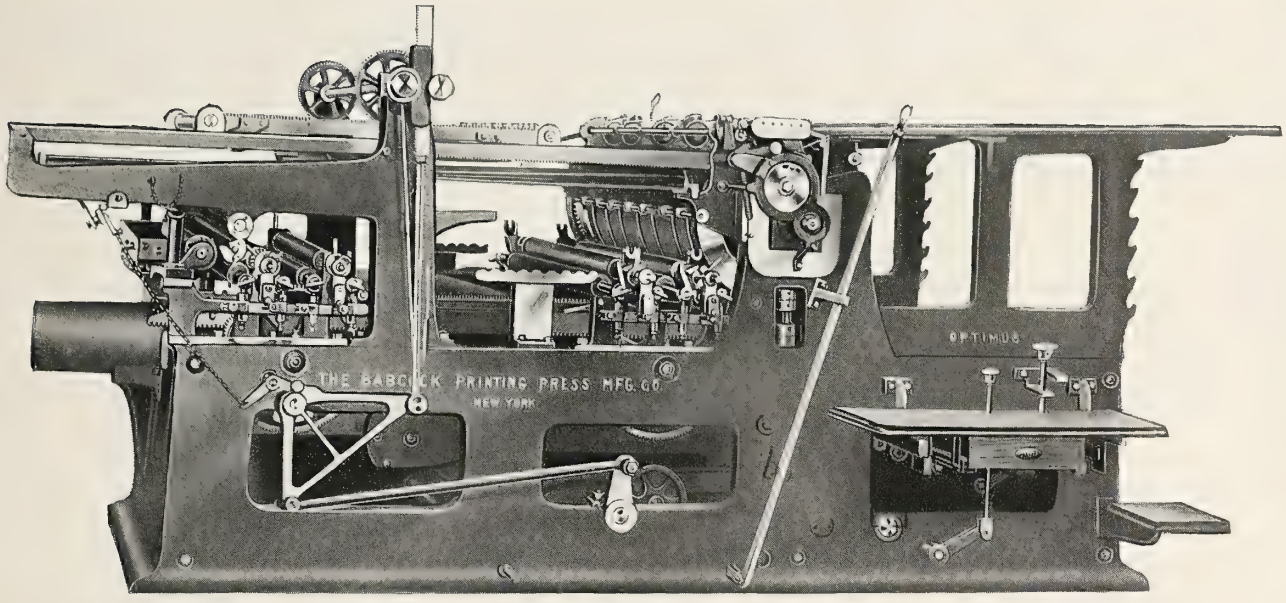
Catalog Covers

In SYSTEM alone this month we are urging over 100,000 business executives — probably 500,000 users of catalogs — to ask their printers why it pays to use these beautiful, unusual, and most serviceable covers. And this advertising to help *you* is appearing, and will continue to appear, in SYSTEM steadily. Are you prepared to answer the inquiries resulting from this advertising? It will pay you to recommend Kamargo Covers.

Simply write us on your letter-head *to-day,* and we will send you the Kamargo Mills Samples de Luxe. It is an interesting exhibit, showing 31 actual examples of the unusually beautiful effects obtainable with Kamargo Covers — a text-book on catalog treatment that will prove valuable to every printer.

A COPY IS READY FOR *YOU.* MAY WE SEND IT TO YOU *NOW?*

Knowlton Bros., Inc.
Cover Dept. B
Watertown New York



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus

The Babcock Optimus

We prefer to install the Optimus where difficult work makes exceptional press qualities necessary, and where there is little faith in efficient printing machines. The source of our confidence is the fact that *it has never failed under trying conditions, or any conditions.*

It meets so easily every known printing requirement that its reserve capacity for the unknown is beyond doubt. Its buyer will not have an inefficient machine on his hands now or hereafter.

Where there is an Optimus among other two-revolutions it is the busiest. It gets the heaviest forms, the closest register, the shortest time. Invariably it gets the forms from which longest runs must be made because it is kind to type and plates.

The strength that uniformly keeps the cylinder on the bearers; the rigidity that gives a tissue overlay its full effect; the splendid precision of a faultless driving motion, are mainly responsible for the preference given it in work. Unlike every other it does not gutter.

These qualities are surely needed if the very best is to be done. Superlatively they are in the Optimus only. To them add the best in distribution, delivery and speed.

SET IN AUTHORS ROMAN

SIX GREAT CHICAGO DAILIES

Now Mail Their Papers on the

COX MULTI-MAILER

Twelve of these machines each day mail here 193,000 papers, varying from eight pages to eighty in size, and they do it in one and two-thirds hours. Mail-room and galley-room costs are cut in two, the time of mailing is reduced, and complaints of misdeliveries disappear.



Standard Multi-Mailer No. 10 running Chicago Tribune Mail

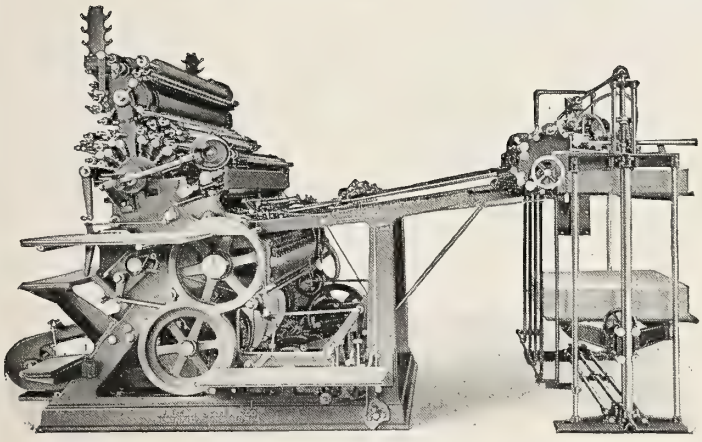
The *efficiency, durability, accuracy* of these machines has been proven by the successful mailing of more than 100,000,000 newspapers.

FULL INFORMATION WILL BE SENT ON REQUEST

COX MULTI-MAILER COMPANY

443 South Dearborn Street, CHICAGO

Positive Evidence of Superiority of the SCOTT Six-Roller Offset Presses



¶These Machines have been adopted by the following concerns, after a thorough investigation, and in many cases even after other makes of Offset Presses were tried out and found wanting:

Heubner-Bleistein Patents Company	Buffalo, N. Y.	8 Machines
Curt Teich & Co., Inc.	Chicago, Ill.	3 "
Previously purchased 3 SCOTT 4-Roller Offsets		
American Lithograph Co.	New York City	3 "
Previously purchased 3 SCOTT 4-Roller Offsets		
A. Hoen & Co.	Richmond, Va.	2 "
Gies & Co.	Buffalo, N. Y.	1 "
Previously purchased 1 SCOTT 4-Roller Offset		
Stone, Ltd.	Toronto, Ont.	1 "
Forbes Lithograph Mfg. Co.	Boston, Mass.	1 "
Niagara Lithograph Co.	Buffalo, N. Y.	1 "
Edwards & Deutsch Co.	Chicago, Ill.	1 "
E. C. Kropp Co.	Milwaukee, Wis.	1 "

Among other satisfied users of SCOTT Four-Roller Offset Presses are:

Ketterlinus Litho Mfg. Co.,	Philadelphia, Pa.	Pioneer Litho. Co.,	San Francisco, Cal.
Brooks Bank Note Co.,	Springfield, Mass.	Bennett-Stubbs Litho. Co.,	Detroit, Mich.
Artcraft Litho. Co.,	Detroit, Mich.	Gubelman Publishing Co.,	Newark, N. J.
Regensteiner Colortype Co.	Chicago, Ill.	Higgins & Gollmar,	New York City
Herman & Brokaw,	New York City	Malvin Richter,	New York City
Northwestern Litho. Co.	Milwaukee, Wis.	John F. Scherber,	Boston, Mass.

And many others

The SCOTT Is Best — Forget the Rest

STANDARD SIZES: 28 x 38 — 34 x 46 — 34 x 52 — 34 x 58 — 38 x 52 — 38 x 58

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: **Plainfield, New Jersey, U. S. A.**

NEW YORK, 41 Park Row **CHICAGO, Monadnock Block**

"Oswegos" "Oswegos"



—all around the earth they save money for their owners

Canton, China, Sept. 22, 1911.

Oswego Machine Works,
Niel Gray, Jr., Prop'r,
Oswego, N. Y.

DEAR SIR:

About three years ago we purchased one of your OSWEGO Power Cutting Machines, which is giving us excellent service, and we now want another one of these machines in a different size with electric motor drive. We shall not wait to hear from you as to what the price will be, but request you now to ship to us at your earliest convenience and confidently expect you to treat us as you would want to be treated under similar circumstances. Give us your best discount for cash. As soon as you have the machine ready, advise our bankers, and the money will be sent to you.

Yours very truly,

(Signed) CHINA BAPTIST PUBLICATION SOCIETY,
R. E. Chambers, General Secretary.

Write and ask us about the Double Shear OSWEGO Auto, that cuts the cost.

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK

GRASS IS CHEAP
—*But Who'd Eat It?*

LOW COST of production doesn't mean high profits any more than low cost of food necessarily means high living.

¶ The lesson of the Philadelphia Cost Convention (like that of Denver) was that

Printers' Profits come out of QUALITY rather than Cheapness of production

¶ Of course, if you can get *both* quality and cheapness it's all the better.

¶ That is why the most prosperous printers in America (big and little) use *Monotypes*.

¶ First, because Monotype type and Monotype composition give the highest quality results known to the printing art.

¶ Next, because the Monotype can be kept busy on profitable work more hours a day than any other machine.

THE MONOTYPE
Gets a Printer More Work, Higher Prices
MORE PROFITS

and we have a thousand letters from printers to prove it.

Lanston Monotype Machine Co.
Philadelphia

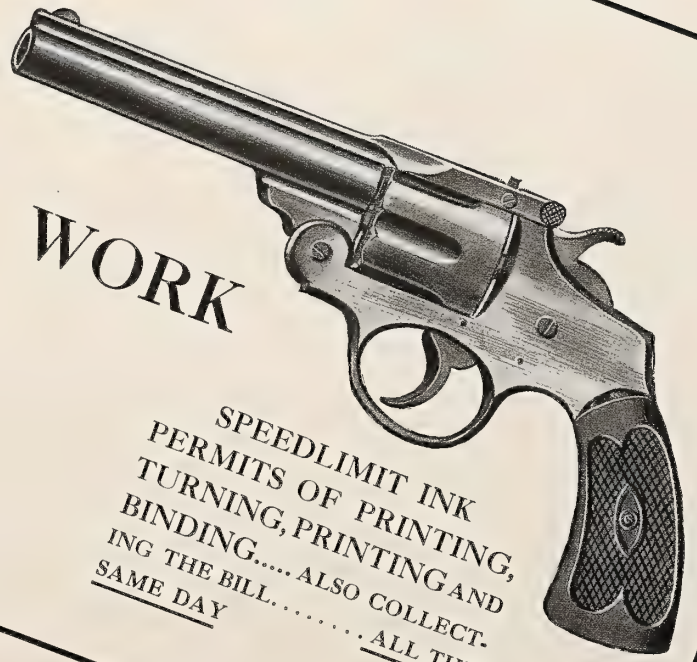
322

This page composed exclusively in Monotype faces and borders



MANUFACTURED BY
THE QUEEN CITY PRINTING INK CO.
Cincinnati, Chicago, Boston, Minneapolis, Philadelphia,
Rochester, Dallas, Kansas City, Detroit.

FOR QUICK WORK



SPEEDLIMIT INK PERMITS OF PRINTING, TURNING, PRINTING AND BINDING..... ALSO COLLECTING THE BILL..... ALL THE SAME DAY

B+B Aseptic Handy Package

B+B Aseptic Handy Package
Absorbent Cotton
Bi-Sterilized

CAUTION: For your protection—see that *B & B Aseptic Handy Package* appears on every label

Prepared by
Bauer & Black
Chicago, U. S. A.

To Open Pull The String

The B & B Handy Package was formerly wrapped in paper.
This improved seal with string to open has been adopted to overcome all possibility of contamination due to a torn wrapper.

B+B Absorbent Cotton
Aseptic Handy Package
1 Pound
Prepared by
Bauer & Black
Chicago, U. S. A.

Blue-ja
orn Plas
One Gross 15c
Prepared by Bauer & Black

B+B Aseptic Handy

B+B Aseptic Handy Pa
Absorbent Cotton
Bi-Sterilized

CAUTION: For your protection see that
B & B Asept Handy Package appears on every wrapper

The B & B Handy Package was formerly wra
This improved seal with string to open has been a
all possibility of contamination due to a to

PRINTED WITH THE AULT & WIBORG CO.'S INKS

Surprise Black

You have heard of, and tried and have been filled with wonder when using our Wonder Black for Japanned Enameled papers

Now we have a

"Surprise"

for you, doing all the marvelous work of "Wonder" on any and all classes of inferior papers, admitting of printing both sides and bibbing in an 8 hour day, and costing but a trifle comparatively.

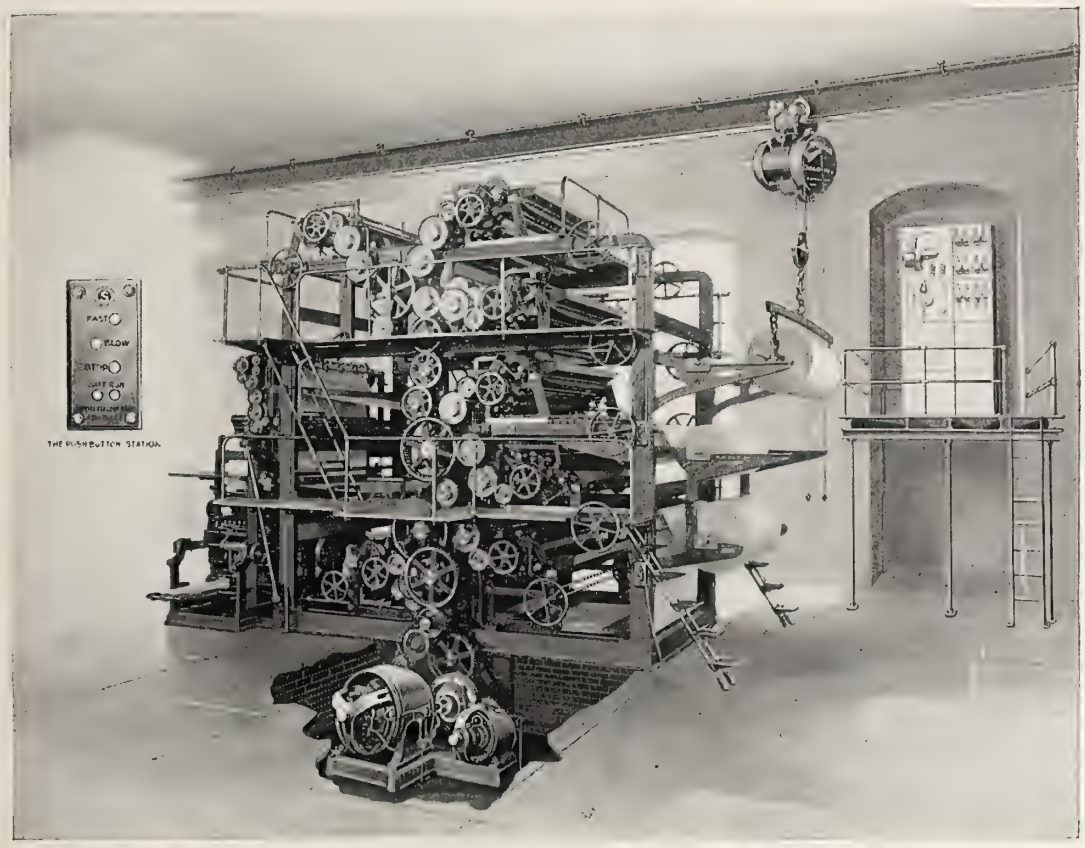
Price in 500 lb lots 32¢ per lb
100 " " 35¢ " "
50 " " 40¢ " "

The Auld & Tiborg Co.

Hic et Ubique

Full Automatic Push-button Control Systems

For the Operation of Newspaper Presses



Complete Motor and Control Equipments for Direct and Alternating Current Circuits Manufactured and Installed

Send for Bulletin No. 2394.

SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street **New York, N. Y.**

Branch Offices:

CHICAGO	Fisher Building	ATLANTA	Empire Building
PHILADELPHIA	Witherspoon Building	SAN FRANCISCO	Rialto Building
BOSTON	201 Devonshire Street	SL. LOUIS	Chemical Building
BALTIMORE	American Building	MILWAUKEE	Cawker Building
PITTSBURGH	House Building	SEATTLE	Colman Building



Jaenecke's Printing Inks

Are known the world over for their uniform quality and excellence. The printers who use our Inks know that this statement is correct. Always think of the Anchor trade-mark when in need of inks and you'll make no mistake.

ASK FOR OUR SPECIMEN-BOOK

Main Office and Works—NEWARK, N. J.

THE JAENECKE PRINTING INK CO.

CHICAGO OFFICE: New Number, 531 S. Dearborn Street
Old Number, 351 Dearborn Street

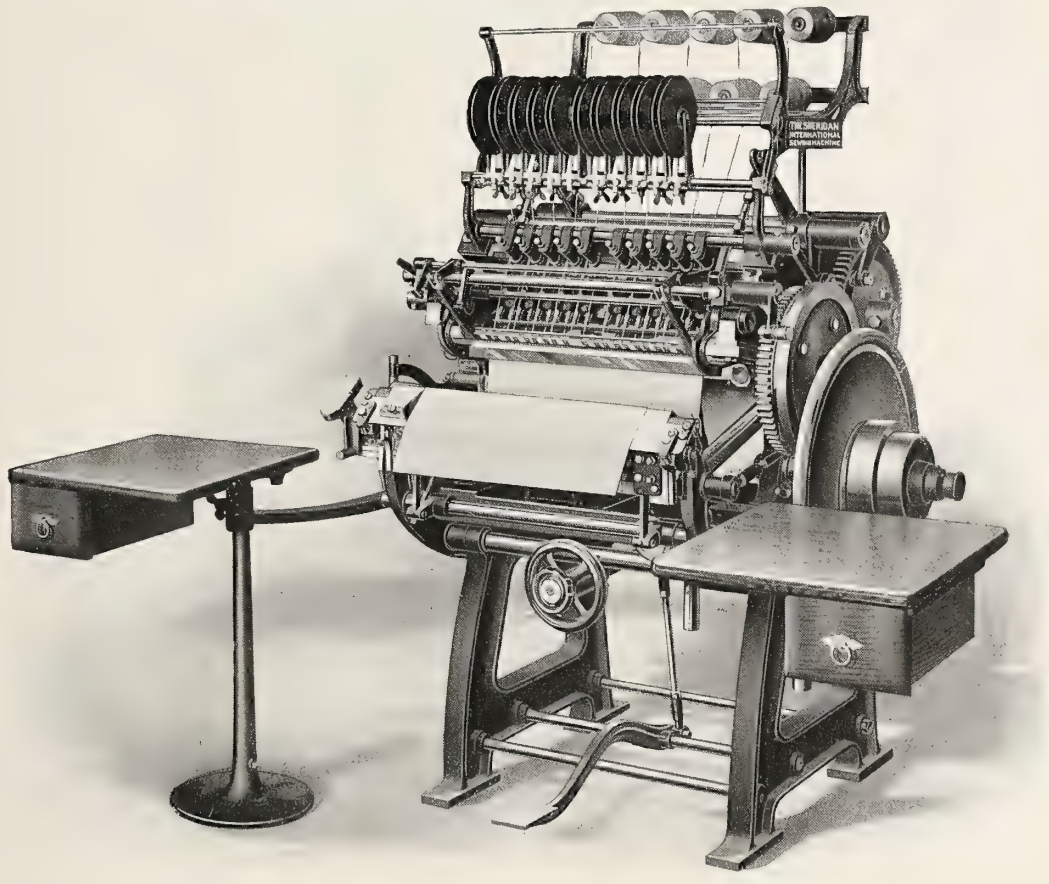
NEW YORK PHILADELPHIA ST. LOUIS DETROIT
PITTSBURG BALTIMORE

THE LATEST AND BEST

SHERIDAN INTERNATIONAL

SEWING MACHINES

MADE IN THREE DIFFERENT STYLES AND FOUR SIZES
COVERING THE FULL RANGE IN SIZE AND EVERY CLASS
OF BOTH EDITION AND BLANK BOOK WORK



No. 4, Size 18 inches

THE MACHINES ARE SPLENDIDLY CONSTRUCTED. THEY CAN DO BETTER AND TIGHTER SEWING. THEIR CAPACITY IS GREATER THAN ANY OTHER MACHINE ON THE MARKET TO-DAY

Let Us Send You Our Booklet on Sewing Machines

T. W. & C. B. SHERIDAN CO.

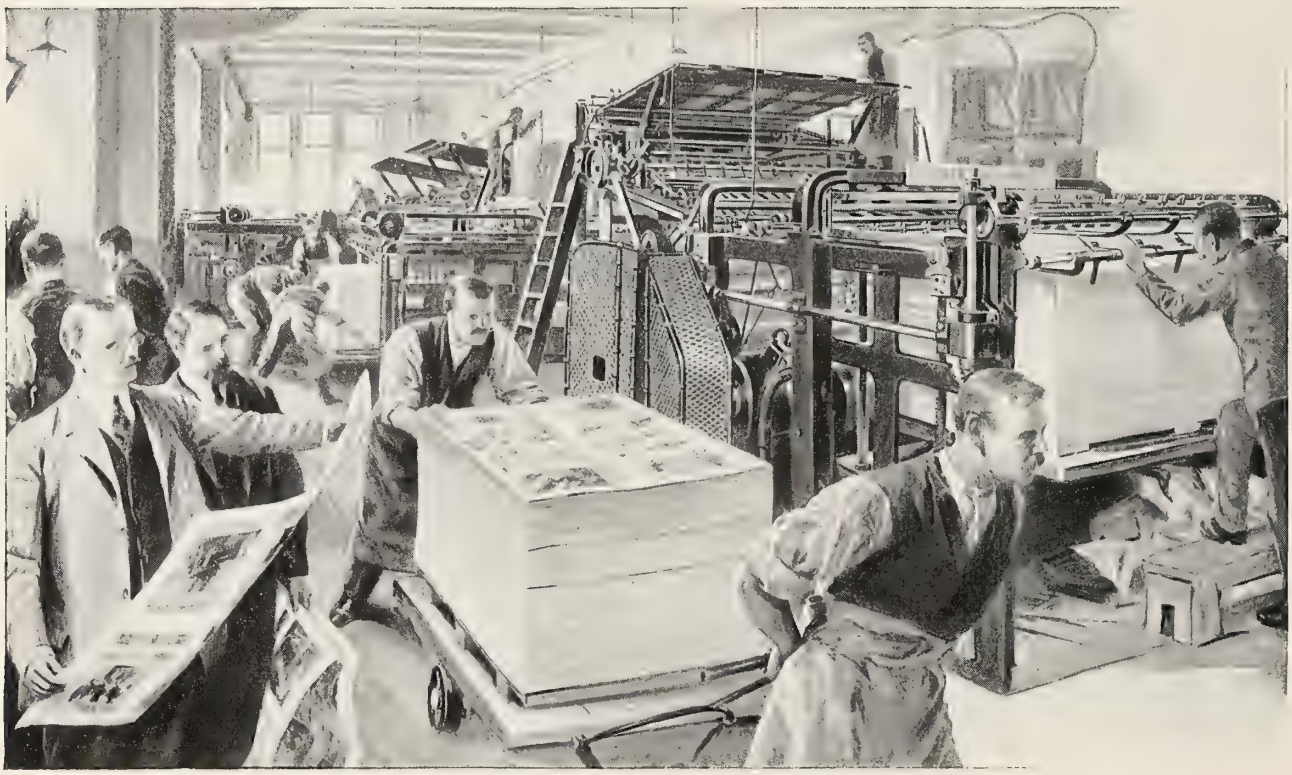
Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK **17 S. Franklin Street, CHICAGO**

65-69 Mount Pleasant, LONDON, E. C., ENGLAND

SIX
CROSS FEEDERS



ARE USED BY THE
LONDON ILLUSTRATED NEWS

in the production of its immense weekly edition of world-wide circulation. The highest efficiency in quantity and quality of output are the requirements that have led to the selection of Cross Feeders by progressive printing plants throughout the world.

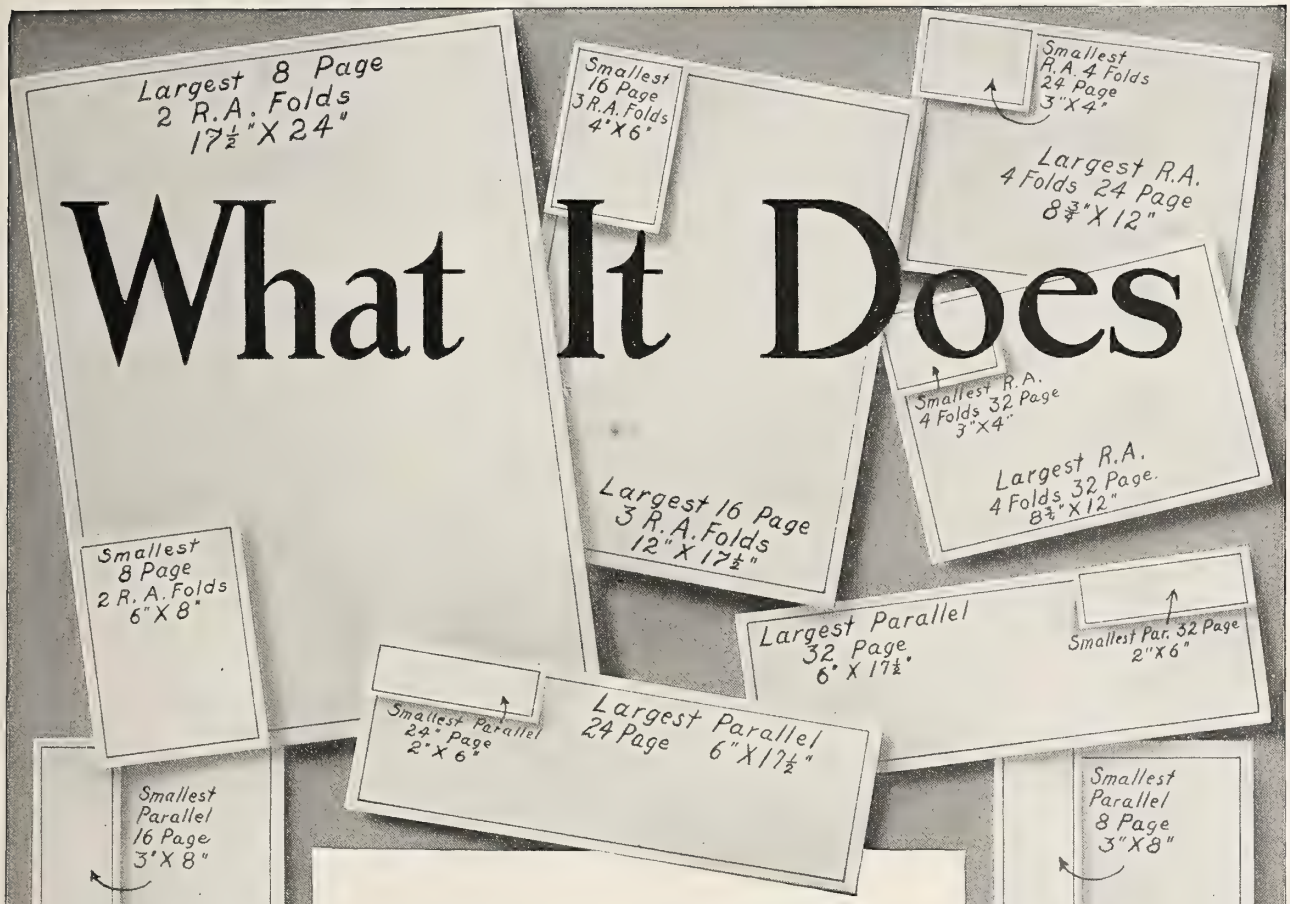
DEXTER FOLDER COMPANY

NEW YORK **CHICAGO** **PHILADELPHIA** **BOSTON**

DODSON PRINTERS SUPPLY CO.
ATLANTA, GEORGIA

BRINTNALL & BICKFORD
SAN FRANCISCO

THE J. L. MORRISON CO.
TORONTO, CANADA



What It Does

The all-around *efficiency* of **The DEXTER No. 190 JOBBING FOLDER** is here expressed in figures. They are *significant*, for they show the great range of opportunity for business getting and handling that this jobber offers. Oblong and irregular folds can also be made by special imposition

SHEET AND PAGE SIZES

Regular Work			Gang Work		
Right Angle Folds	Sheet Sizes, Inches	Page Sizes, Inches	Right Angle Folds	Sheet Sizes, Inches	Page Sizes, Inches
8 pages	12 x 16 to 35 x 48	6 x 8 to 17½ x 24	8 pages	8 x 12 to 24 x 35	3 x 8 to 8¾ x 24
16 pages	12 x 16 to 35 x 48	4 x 6 to 12 x 17½	16 pages	12 x 16 to 35 x 48	3 x 8 to 8½ x 24
24 pages	14 x 15 to 35 x 36	3½ x 5 to 8¾ x 12	24 pages	14 x 15 to 35 x 36	2½ x 7 to 6 x 17½
32 pages	14 x 20 to 35 x 48	3½ x 5 to 8¾ x 12	32 pages	14 x 20 to 35 x 48	2½ x 7 to 6 x 17½

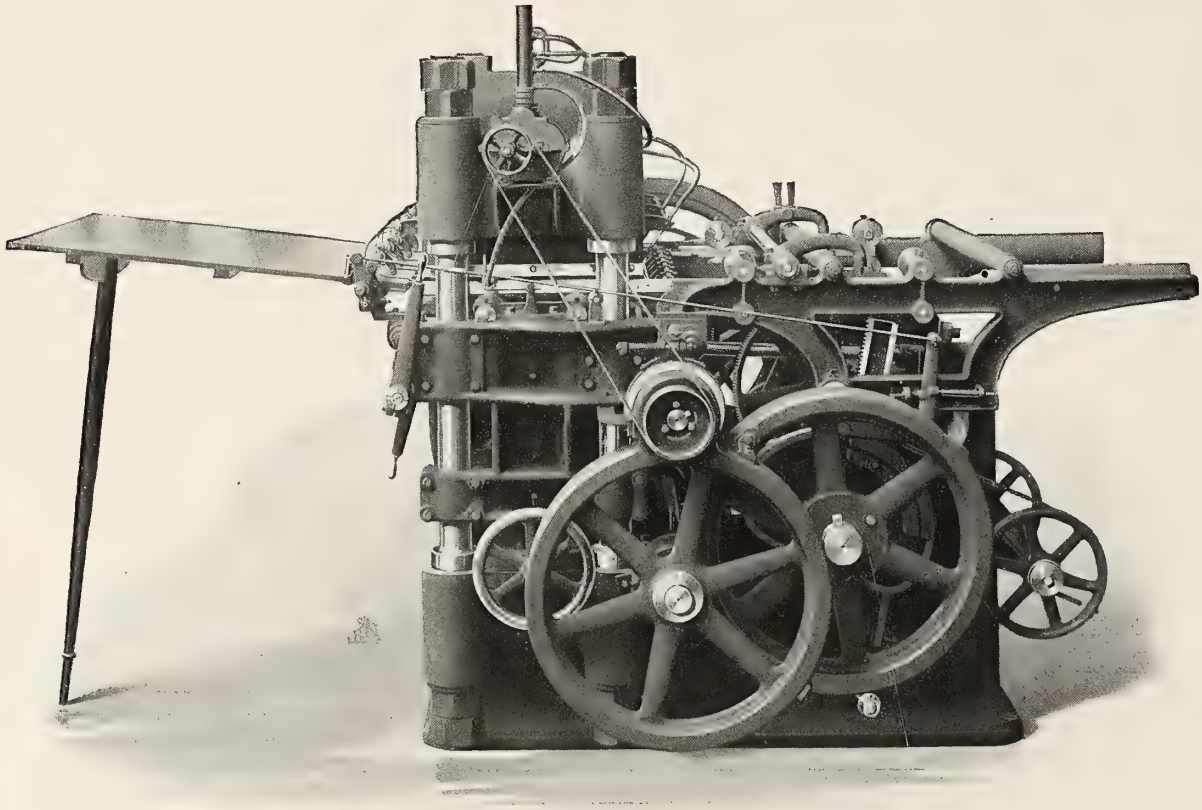
Oblong and many irregular folds can also be made by special imposition. Write us for descriptive booklet and set of dummies.

DEXTER FOLDER COMPANY

200 Fifth Avenue, NEW YORK 431 South Dearborn Street, CHICAGO Fifth and Chestnut Streets, PHILADELPHIA 185 Summer Street, BOSTON
Dodson Printers' Supply Co., ATLANTA, GA. Brintnall & Bickford, 568 Howard Street, SAN FRANCISCO
T. W. & C. B. Sheridan, LONDON, ENGLAND The J. L. Morrison Co., TORONTO, CANADA

The Seybold Four-Rod Embossing Machine

With Mechanical Feeding Device



Built in Four Sizes: 22 x 28, 26 x 33, 28 x 38 and 32 x 42 inches

Specially equipped for highest-class embossing on large sheets of labels and postal cards, calendars, catalogue and book covers, paper novelties, paper boxes, etc.

Guaranteed to give *absolutely perfect register* at a speed of from 840 to 1,200 impressions per hour, dependent upon the size and style of sheet being handled.

LET US SEND FULL PARTICULARS

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 426 South Dearborn Street.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

The I. T. U. Course.

is "reason-why" instruction in typography.

The principles of design and color harmony are taught with especial application to the compositor's work.

Students learn by doing, and are drilled in all kinds of display composition.

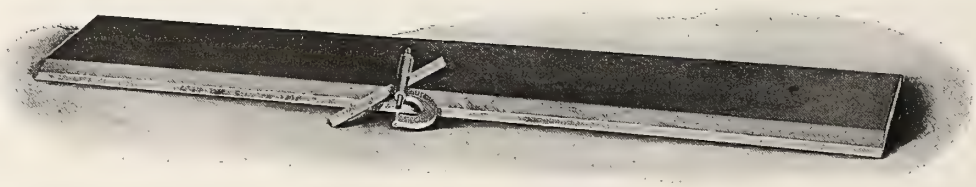
Instruction is imparted by correspondence, which insures each student receiving individual attention from the instructor.

The Course is sold for less than actual cost, being endowed by the International Typographical Union.

FOR FULL INFORMATION DROP A POSTAL TO
THE I. T. U. COMMISSION
632 SO. SHERMAN STREET, CHICAGO

Terms—$23 for cash, or $25 if paid in installments of $2 down and $1 a week till paid. The International Typographical Union gives a rebate or prize of $5 to each student who finishes the Course.

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

NEW YORK OFFICE—W. E. ROBBINS, 21 Murray Street
Phone, 6866 Barclay

COES RECORDS

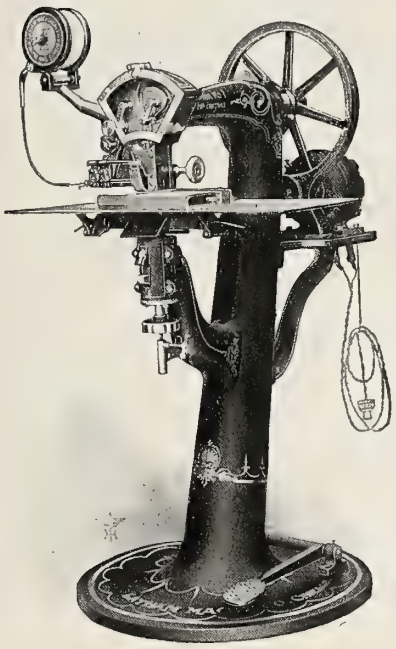
First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	1830 to 1905

COES is Always Best!

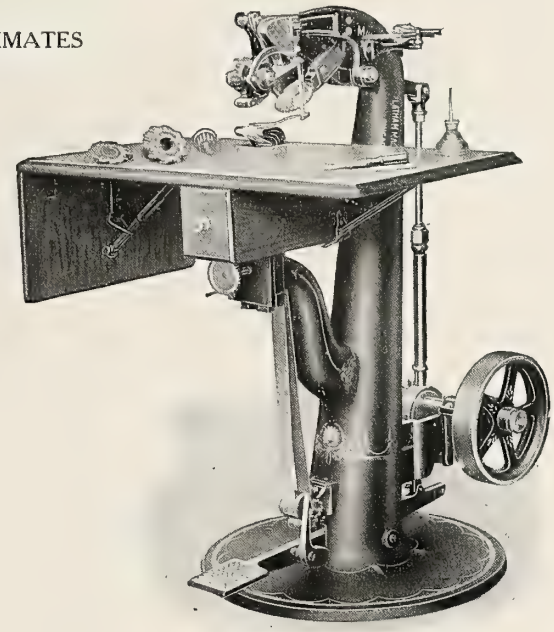
Are You Installing a Bindery?

LET LATHAM FIGURE WITH YOU
We Furnish Complete Bindery Outfits

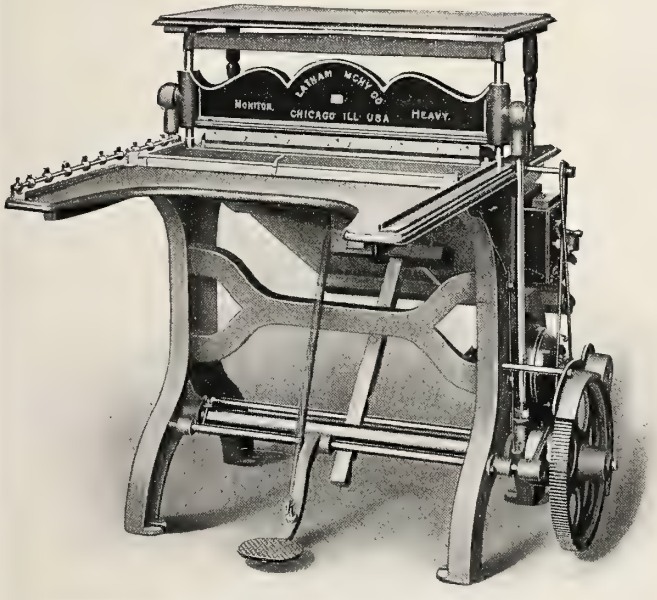
WRITE FOR ESTIMATES



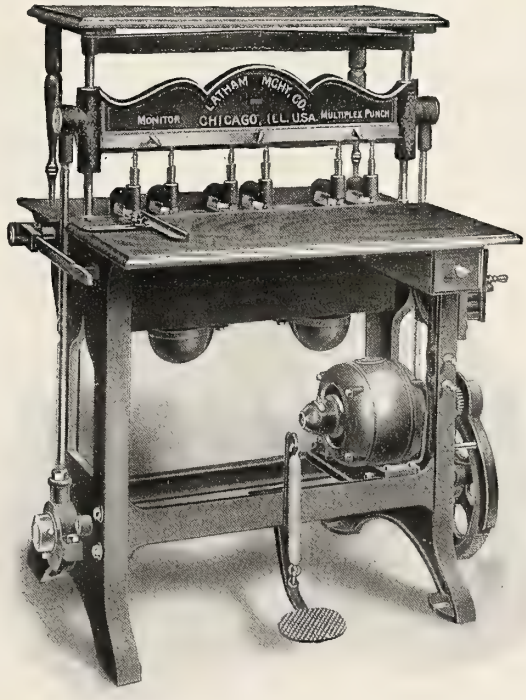
MONITOR Wire Stitcher—No. 1, Twentieth Century



MONITOR Paging and Numbering Machine



MONITOR Extra Heavy Power Perforator, with Feed Gauge Receiving Box and Motor attached



MONITOR Power Multiplex Punch

We also manufacture Single Punching Machines, Embossers, Creasers and Scorers, Job Backers, Standing Presses, Table Shears, Stub Folders, etc.

Latham Machinery Co.

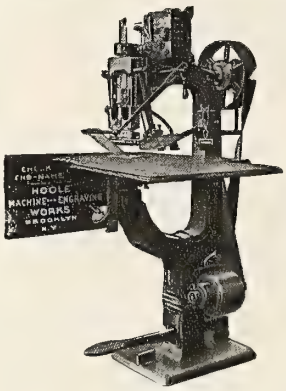
CHICAGO, - - 306-312 Canal Street
NEW YORK, - - - 8 Reade Street
BOSTON, - - - 130 Pearl Street
PHILADELPHIA, - 1001 Chestnut Street



HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street

BROOKLYN, N. Y.

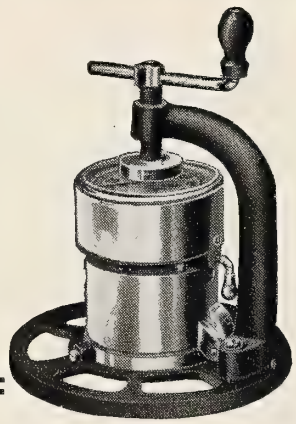


"Hoole" Check End-Name Printing Machine

A Job of 500 End-Names can be set up and run off on the "HOOLE" Check End-Name Printing Machine at a cost of nine cents, and the work will equal that of the printing-press. Let us refer you to concerns who are getting the above results.

Manufacturers of

End-Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.



EDDY PAPER TESTER

There is but one accurate way to compare samples of paper for quality, and that is by mechanical test. For this reason the U. S. Government, Paper Mills and Jobbers, and all others who KNOW, use paper testers.

The "Eddy Paper Tester" registers numerically the strength of each sample you examine. With such an instrument and your own brains, could you ever fail to select the best values?

The cost of the tester is small, and as we can not demonstrate the instrument to you personally, we will send one on ten days' trial if you desire.

Write us.

DOBLER & MUDGE

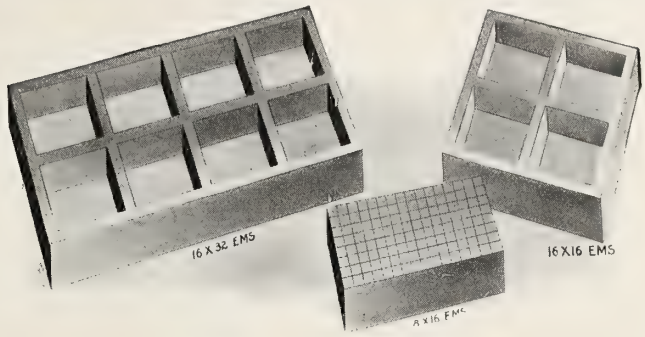
BALTIMORE, MD.

European Sales Agents

H. B. LEGGE & Co., 81 Cannon St., London

Carnegie Says to Young Men:

"To advance in your position, do something good to attract attention to yourself from those above you."



Challenge Cast Iron Sectional Blocks

We Say to Pressroom Foremen, Young and Old:

PUT in a "plug" for the EXPANSION PLATE-MOUNTING SYSTEM. Its use will enable you to cut down your make-ready time one-half, plates may be registered in one-tenth the time and the terrors which usually beset a "long run" fade into insignificance.

"John certainly knew what he was talking about," exclaims the "old man" as he glances over the cost tickets.

More than one pressroom foreman has *advanced* by tying up to the EXPANSION. No pressman's technical education is complete without a knowledge of this modern plate-mounting system. Information full and free, upon request.

The Challenge Machinery Company

Salesroom and Warehouse
124 So. Fifth Ave., Chicago

Grand Haven, Michigan

What Is the Most Valuable Thing in the World?

TIME! Time is without price. You can buy everything but Time. Yet Time, precious and priceless, belongs to everybody: — you have a right of ownership in Time equal to your competitor. Who makes the most of it — you, or he?

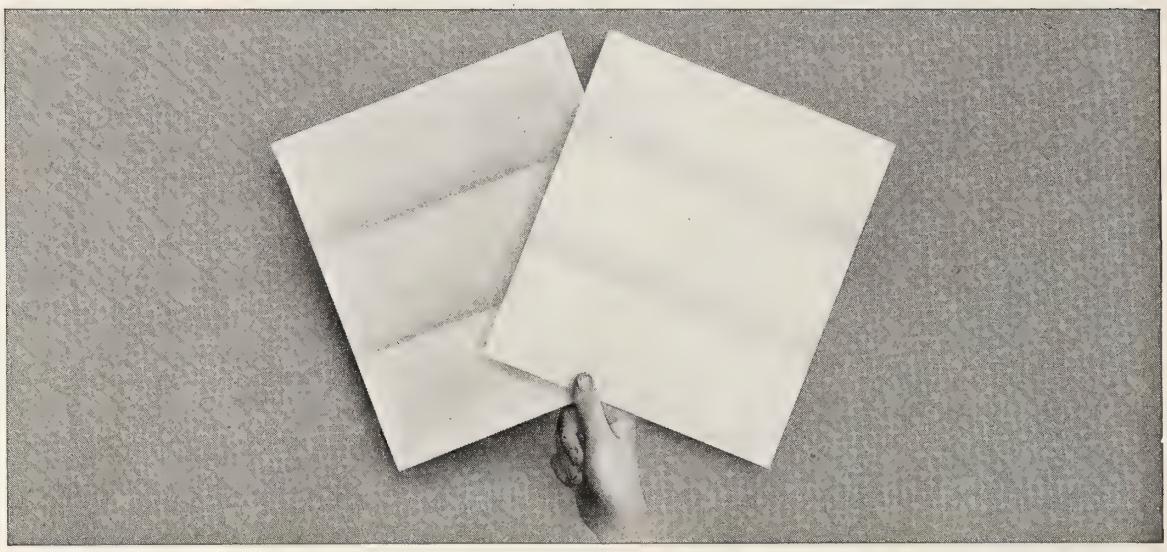
JOB arrived at 9 a. m.; 100 copies wanted for the 20th Century Ltd. at 2:30 p. m. Foreman, a live one, laid it out with a few swift passes; sent cuts with layout to *Potter Proof Press* for four proofs with cuts in exact location, exact margins and size of paper. He divided copy among four compositors, each of whom had an exact dummy to work from. At 12 m. prover got the forms. At 1 p. m. he had 100 proofs, not distinguishable from press proofs, done in two colors on the *Potter Proof Press*. Job delivered ahead of time. Satisfied customer. Long runs not disturbed. Expensive machines and men not used. *Time — priceless time — saved.*

The yardstick of industrial achievement is output per unit of time. Write that axiom on your mind with indelible ink. Get sample proofs, styles, sizes, prices. The *Potter Proof Press* is

Owned and Made by

A. F. WANNER & COMPANY

431 South Dearborn Street, CHICAGO



Both Are Ten Years Old—One is Brown's Linen Ledger Paper

TEN years ago we sealed two sheets of paper in an envelope and put it in the safe. One was a sheet of Brown's Linen Ledger Paper—the other was a sheet of ledger paper claimed to be equal to ours.

We have just opened the envelope and have found that our sheet is as white and clear in color and as strong as ever. It is as good as new in every respect.

The other paper has lost strength and is yellow in color. The photographic illustration shows the difference. The other paper has deteriorated.

This is really no test at all for Brown's Linen Ledger Paper. There are tons of it made 40 or 50 years ago which to-day is as white, clear and strong as when it left our mill.

AGE never discolors or weakens Brown's Linen Ledger Paper. That is why it is used by big corporations, State and County Governments and accepted as standard by Uncle Sam.

Brown's Linen Ledger Paper is made of clean, white rags. It is not bleached with strong chemicals. Chemicals weaken the paper fibre and in time weaken and discolor the paper.

Printers should keep Brown's Linen Ledger Sample-book in a handy place for ready reference. Customers who want loose-leaf papers that won't tear or curl—or papers for ledgers and books that must be preserved, will find just what they want in our Sample-books.

Write for Sample-books.

We also manufacture All-Linen and Bond Papers of the better grades.

L. L. BROWN PAPER COMPANY,
Adams, Berkshire County, Mass. Established 1850

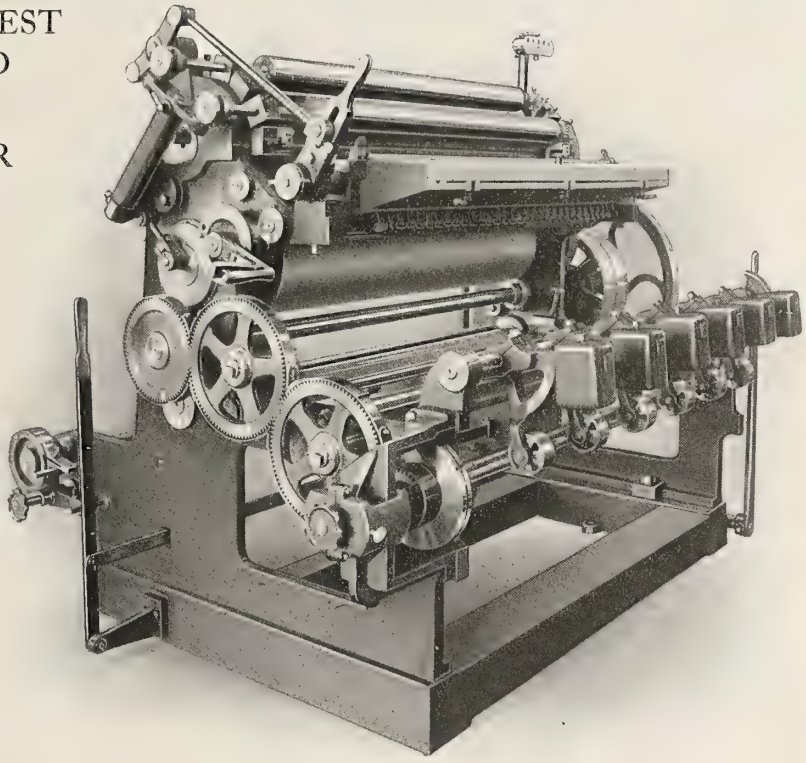
Facsimile of the water-mark which appears in each sheet.



GOOD ——— BETTER ——— BEST
MATERIAL — WORKMANSHIP — RESULTS

VERY LATEST IMPROVED MODEL BUILT FOR STE-REO. OR ELEC-TRO. PLATES

LET US TELL YOU MORE ABOUT IT.



3 IN 1

ARE REPRESENTED BY THIS ROLL PRODUCT ROTARY WRAPPING AND TISSUE PAPER PRESS.

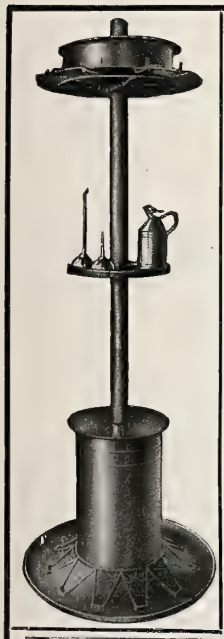
—

KIDDER PRESS COMPANY

Main Office and Works:
DOVER, N. H.

New York Office: 261 Broadway
GIBBS-BROWER CO.

AGENTS
Canada: The J. L. Morrison Co., Toronto. Great Britain: John Haddon & Co., London. South America: J. Wassermann & Co., Buenos Aires.



"The Johnson Way" Has Won the Day

with a method of care that preserves rollers, clean, tacky and flexible like new, and saves wash-up time. There are no more troubles with hard, shrunken or cracked rollers; no bent stocks and damaged surfaces; no dirty, greasy floors; no rag and oil receptacles scattered about the room; order and cleanliness become automatic; there is entire absence of the usual fire hazard.

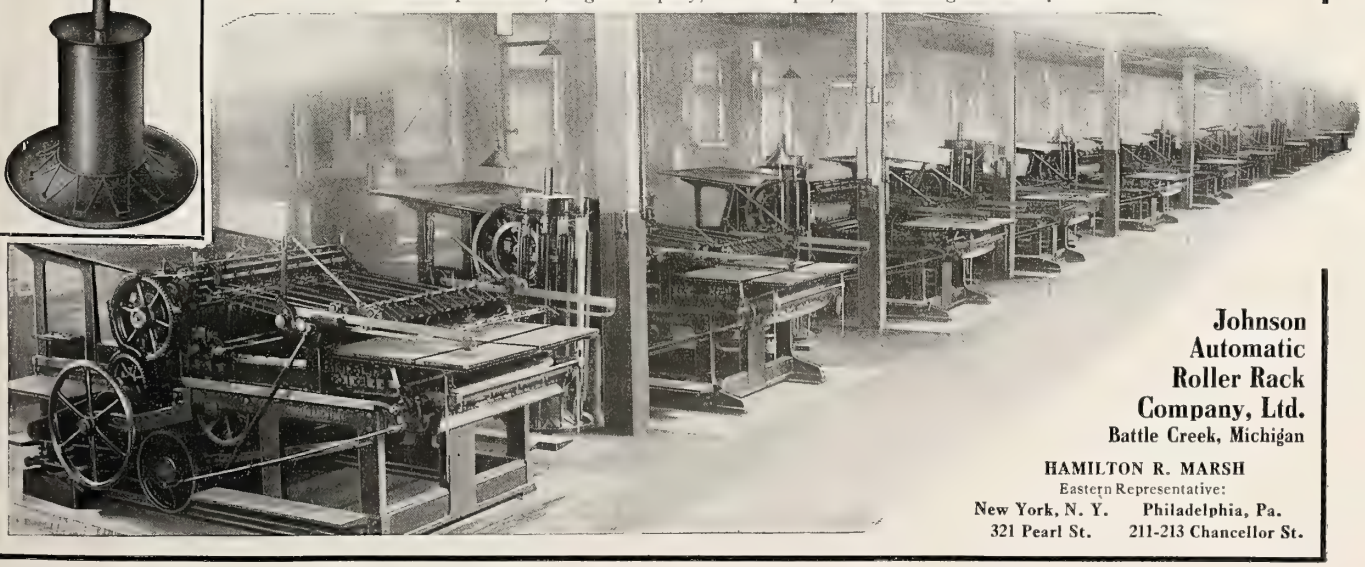
Extract From Letter No. 5

We consider no pressroom complete without Johnson Automatic Roller Racks. They tend to improve the appearance of the pressroom, as well as serving as a time-saver in wash-ups.

THE CARGILL CO., Grand Rapids, Mich.

Copy of the complete text of this letter and others equally interesting will be forwarded on request.

Part of pressroom, Cargill Company, Grand Rapids, one of Michigan's finest printers



Johnson Automatic Roller Rack Company, Ltd.
Battle Creek, Michigan

HAMILTON R. MARSH
Eastern Representative:
New York, N. Y. 321 Pearl St.
Philadelphia, Pa. 211-213 Chancellor St.



Danish Ledger

WILL GUARD YOUR RECORDS FROM AGE AND DECAY AS THE DANISH WARRIORS LONG GUARDED THE FRONTIERS OF CHRISTENDOM FROM THE HEATHEN.

SOLD BY

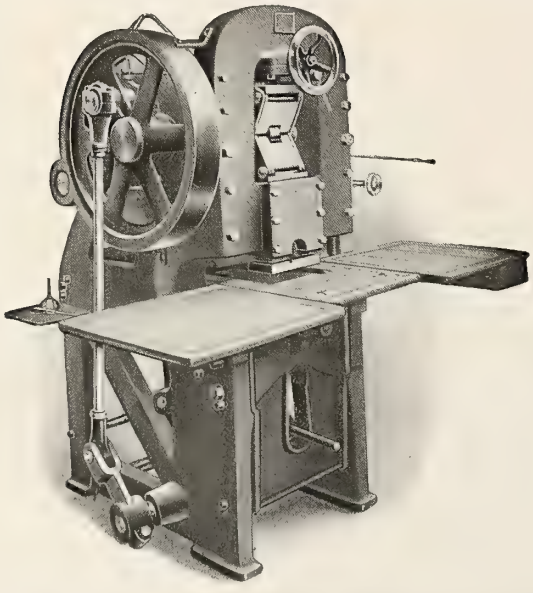
Albany, N. Y., Hudson Valley Paper Co.
Baltimore, M. D., B. F. Bond Paper Co.
Boston, Mass., Tileston & Livermore Co.
Buffalo, N. Y., R. H. Thompson Co.
Detroit, Mich., Chope-Stevens Paper Co.
Harrisburg, Pa., Donaldson Paper Co.
Indianapolis, Ind., Crescent Paper Co.
New York City, Miller & Wright Paper Co.
Philadelphia, Pa., Wilkinson Brothers & Co.
St. Louis, Mo., O. W. Bradley Paper Co.
Washington, D. C., B. F. Bond Paper Co.

MANUFACTURED BY

B. D. RISING PAPER CO.

HOUSATONIC, BERKSHIRE COUNTY,
MASSACHUSETTS

The Carver Automatic Die Presses



Are the best for registered work, steel-plate printing, box tops, calendars, checks, photo-mounts, and all commercial work.

They are the most economically operated and cost the least for repairs.

If you would know the real worth, inquire of users; especially where they are operated with other makes.

Our *Card Feeding Attachment* will interest you.

Our presses are manufactured in the following sizes:

4½ x 9 in.	2½ x 8 in.
3½ x 8 "	2½ x 4 "

C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

J. H. SCHROETER & BRO., Atlanta, Ga., Southern Agents.



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago

Patented in
United States
Great Britain
France
Belgium



A GOOD STAPLING MACHINE

Means Economy in the Printing-Office

It is an absolute necessity to every printing-office that does not have a wire stitcher.

The Acme Binder No. 6

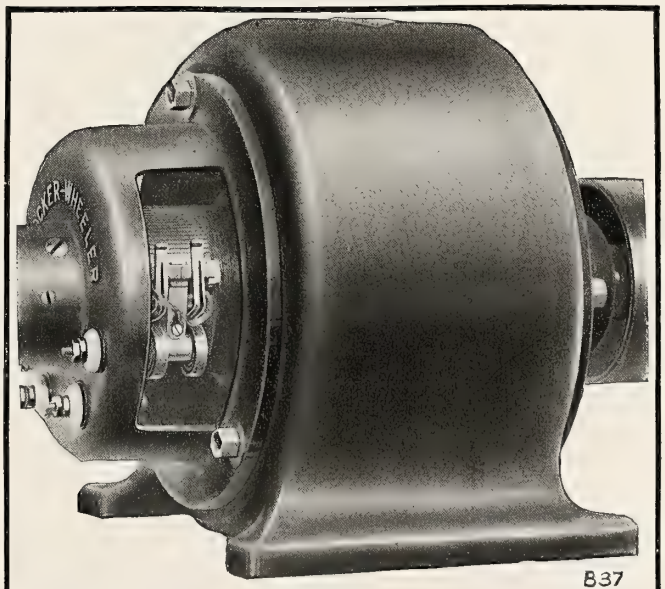
is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent



B37

YOU CAN'T AFFORD NOT TO STUDY THIS MOTOR CAREFULLY

Its "No Trouble" features are vitally important to every printer.

Bulletin 142E, describing it, is important to you for the information it contains, whether you need motors now or not.

Send for it.

CROCKER-WHEELER COMPANY

AMPERE, N. J. BIRMINGHAM BOSTON CHICAGO CLEVELAND
DENVER DETROIT NEWARK NEW HAVEN NEW YORK
PHILADELPHIA PITTSBURG SAN FRANCISCO SYRACUSE

Ask the Printer Who Owns One

The best proof of our claims for the SWINK TWO-REVOLUTION PRESS is to see it in actual operation and you will find a satisfied user. Its compact, solidly built design can not help appealing to the buyer who in most instances figures on space as well as a *satisfactory* price.



The Swink High-Grade Two-Revolution Press

is scientifically constructed, each part of the best material, is built like a watch. Its high speed averages 2,400 impressions an hour, perfect register, book-form or four-color work, and it is equipped with the best inking system. *Catalogue will be supplied upon request, or special representative will call and see you.*

The Swink Printing Press Company Factory and General Offices DELPHOS, OHIO

PRINTERS

cannot fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying labels made with

Non-Curling Gummed Paper

¶ We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country.

Write for samples

Samuel Jones & Co.

Established in England 1811
WAVERLY PARK, N. J.

An Imprint Matrix Slide Will Give You a New Imprint for Every Job

The up-to-date printer should not run old, illegible imprints. Our Imprint Matrix Slides are made to fit the patent dash and border block of the Linotype, and with one or more of them at hand an unlimited supply of new, clean imprints is always available. The expense is slight, the benefits great.

A FEW SAMPLES

VAN DYCK & CO., INC., NEW HAVEN, CONN
H. G. PUGH PRINTING CO., LITTLE ROCK, ARK.
JOHN C. RANKIN CO., 54 & 56 DEY ST., NEW YORK
PERKINS BROS. CO., SIOUX CITY
THE HUGH STEPHENS PRINTING CO., JEFFERSON CITY
THE SEEMAN PRINTERY, DURHAM, N. C.
THE KANSAN PRINTING CO., NEWTON, KANSAS
THE GARDNER PRINTING CO., CLEVELAND
EDWARDS & BROUGHTON PRINTING CO., RALEIGH, N. C
COMMERCIAL LITHO. & PTG. CO., SAVANNAH, GA.

Send for full particulars.

IMPRINT MATRIX CO.
CHARLOTTE, N. C.

LIGHT-WEIGHT CATALOGUE PAPER

No. 10333

An agreeable dead finish for 165 or 175 line half-tones. One of our customers had been using 65-pound enameled paper. After careful consideration he decided to try our No. 10333 in 28-pound weight. It reduced his bill for paper, it cut his postage bill practically in half. Let us send you a sample from his catalogue. You will like the quality.

PARSONS TRADING CO.

NEW YORK

IMPORTERS OF LIGHT-WEIGHT BOOK PRINTING PAPERS, BIBLE PAPERS, ESPARTO AND SPECIALTIES

The Fame of the

Reliance Photo-Engravers' Proof Press



With Rack and Pinion Bed Movement.

has been won on its MERITS ALONE.

Its merits are the result of Correct Design, Proper Leverage, Heavy Squeeze, Uniform Impression, Rigidity, Accuracy, Durability.

Paul Shniedewend & Co.

627 W. Jackson Boulevard, Chicago, U. S. A.

Also sold by Williams-Lloyd Machinery Co., 638 Federal St., Chicago; Geo. Russell Reed Co., San Francisco and Seattle; United Printing Machinery Co., New York and Boston; New York Machinery Co., 101 Beekman St., New York City; Toronto Type Foundry Co., Toronto, Montreal and Winnipeg; Klimsch & Co., Frankfurt am M., Germany; A. W. Penrose & Co., London, E. C., England.

The CLEVELAND FOLDER

THE EFFICIENT PARALLEL, OBLONG, AND RIGHT-ANGLE FOLDER



— Perfect Register

— Highest Speed.

— Greatest Range of Sizes. Sheets 2 x 3 to 19½ x 38.

— Largest Variety of Folds.

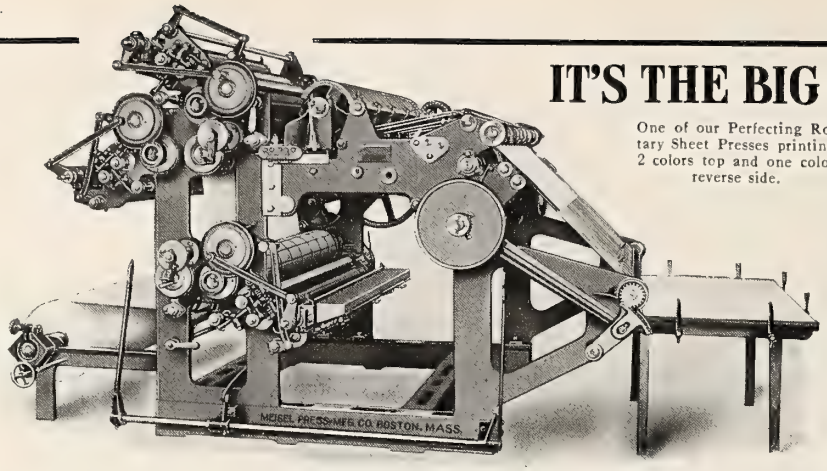
— No Tapes—No Knives used in Folding.

— Endorsed by Repeat Orders.

— Installed on an Unconditional Guarantee of Absolute Satisfaction.

The Cleveland Folding Machine Company

717 Lakeside Ave., CLEVELAND, OHIO



One of our Perfecting Rotary Sheet Presses printing 2 colors top and one color reverse side.

IT'S THE BIG OUTPUT AT LOW COST

that interests the printer. We build presses to suit any requirements. Competition demands immense production in the finished product — presses that print one or both sides of web in one or more colors, number or perforate one or both ways, punch, interleave and deliver product cut to size in flat or folded sheets or slit and rewound in rolls. We design and build *Special Presses* to order.

MEISEL PRESS & MFG. COMPANY

Factory: 944 to 948 Dorchester Ave.
BOSTON, MASS.

JENNEY UNIVERSAL TYPE MOTORS

ARE THE HIGH-GRADE STANDARD FOR ALL PRINTING MACHINERY

AMERICAN ROTARY VALVE CO.
SUCCESSORS TO
Jenney Electric Manufacturing Co.

GENERAL OFFICES
156 No. Dearborn St., Chicago

FACTORY
Anderson, Ind.

VACUUM CLEANING MACH'Y—AIR COMPRESSORS

QUALITY—SERVICE

Brislane-Hoyne Co.

Electrotypers *Nickeltypers*

412-414-416 So. Dearborn Street, Chicago

OUR PLANT IS ENTIRELY NEW AND EQUIPPED WITH ALL OF THE LATEST IMPROVED MACHINERY ESSENTIAL TO THE PRODUCTION OF HIGH-GRADE PRINTING PLATES

SPECIAL ATTENTION TO COUNTRY ORDERS

1,000 Magazines for Fifty Cents

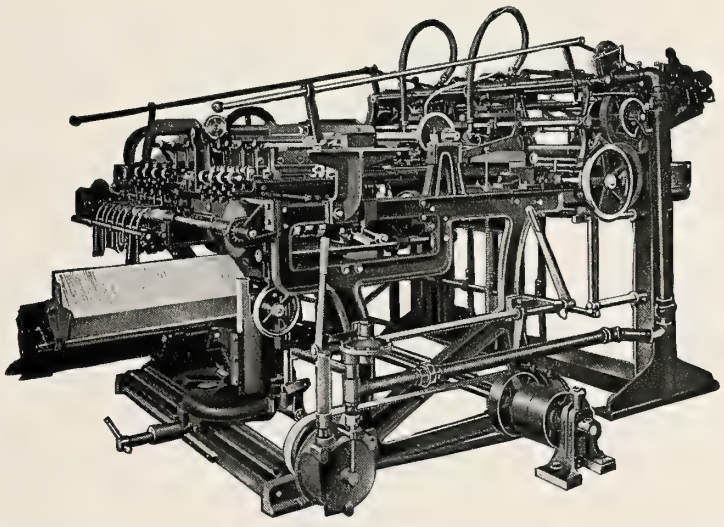
GATHERED, STITCHED AND COVERED

Labor	(1) operator		$ 3.00	
	(1) operator assistant		1.50	
	(2) good feeders		3.00	
	(1) good feeder assistant		1.00	
	(1) good take-off		1.50	
			$ 10.00	
Per M				$ 0.3703
Fixed interest		on $8,000 6%	$ 1.60	
Charges, insurance		" " 2%	.54	
Depreciation		5%	1.33	
Supt.		½%	.12	
			$ 3.59	
Per M.				$ 0.1330
3,000 books per hour X 9—27,000 books per day				$ 0.5033

GEO. JUENGST & SONS, Croton Falls, New York.

WE HAVE NO AGENTS

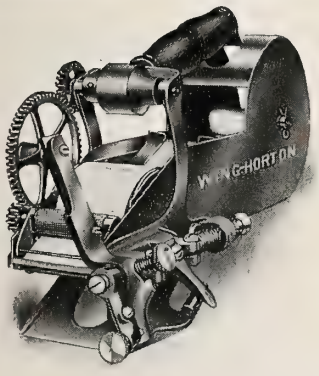
THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35x48 to 14x21 inches.

THE PRICE IS IN THE MACHINE.

CHAMBERS BROTHERS CO.
Fifty-second and Media Streets, Philadelphia, Pa.
Chicago Office: : : : : : : : 524 West Jackson Boulevard



"They Are Going Some"

Six hundred and twenty-two **Wing-Horton Mailers** were sold in 1910.

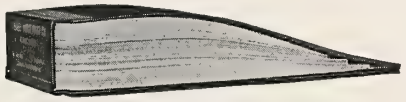
They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

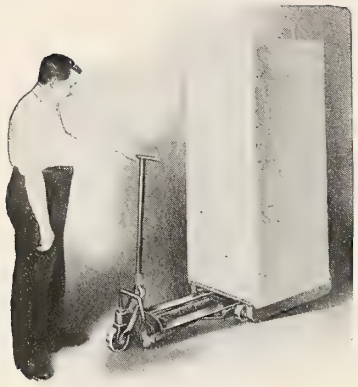
JAMES WHITE PAPER CO.



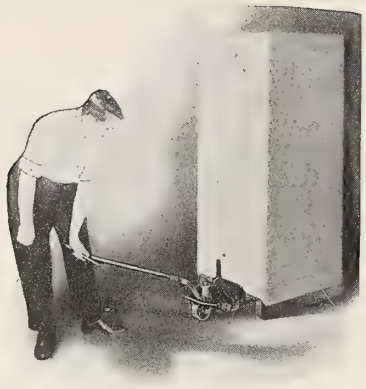
Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO



Slip the Cowan Truck under the pile, instead of repiling onto a platform truck.



Load the Cowan Truck by merely depressing the handle. This simple positive action automatically elevates platform and locks it in position.



Unload by elevating handle and pulling out truck.

A New Way to Handle Paper Stock in Piles

Completely prevents waste of stock in handling.

Saves at least half the time and labor cost of ordinary methods.

Substitutes inexpensive platforms which you can build yourself for a lot of expensive platform trucks.

Keeps stock up off the floor, meeting insurance requirements without the expense of building and maintaining platforms, tables, benches, etc.

THE COWAN SYSTEM

All the equipment you need in this simple system is the Cowan truck and its inexpensive platforms.

You keep each pile of stock on its separate platform and use the Cowan truck to move the platform whenever and to wherever the stock is needed.

Slipping the truck under the platform and simply depressing the handle elevates the load and automatically locks it in position. It is the first and only simple, practical and efficient method of handling paper stock without repiling. And has already been adopted by many of the largest concerns in the paper trades. Write at once for booklet and full details to

THE COWAN TRUCK COMPANY

Main Office and Factory, No. 14 Water Street Holyoke, Mass.

New York Office and Salesroom, Fourth Avenue Building, 380 Fourth Ave.
Chicago Office and Salesroom, No. 1320 Republic Bldg.
Atlanta Office and Salesroom, 20 Auburn Ave.

Read what White & Wyckoff say about this new system.

To the trade:

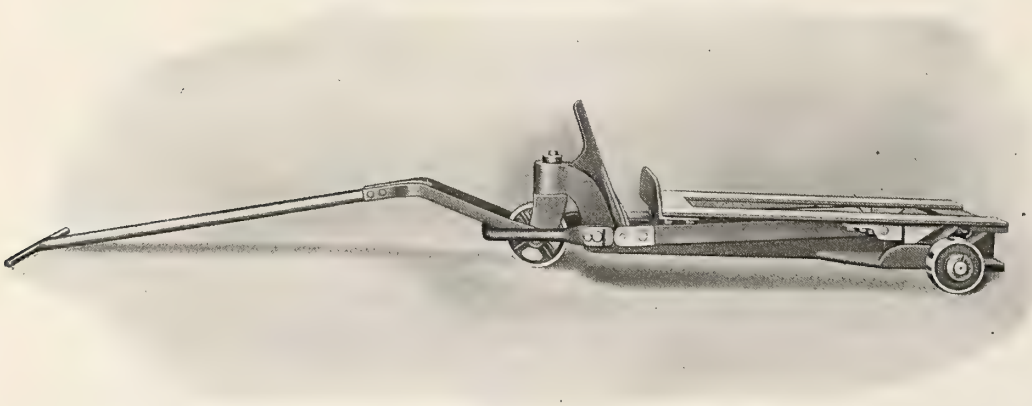
This system was devised by our superintendent, Mr. H. W. Cowan, to solve our own paper handling problems.

It not only has solved them, but its extraordinary success has caused many leading paper and envelope makers to follow our example.

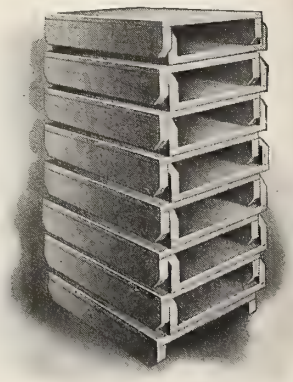
The features of this system are its simplicity, inexpensiveness, and ease of installation.

We will be glad to answer all questions.

WHITE & WYCKOFF MFG. CO.
Manufacturing Stationers
Holyoke, Mass.



The Cowan Truck — a low-down, self-loading truck to be used with platforms in multiple.



A pile of 15 nested platforms — occupying the space of one ordinary platform truck.

WANTED

I would like to get in touch with a wide-awake printer in Chicago, Milwaukee, Detroit, Cleveland, Indianapolis, St. Louis or Kansas City, who is willing to equip his plant to produce a line of profitable specialties. Address, stating your present equipment, Henry Drouet, Sales Agent, New Era Printing Press, No. 217 Marbridge Building, Broadway and 34th Street, New York.

THE GUARANTEE
BUILT BY THE REGINA COMPANY

Waite Die and Plate Press

USERS' OPINIONS

"If we were to order another press to-day we would order the 'Waite.'" —CLARKE & COURTS, Galveston, Tex.

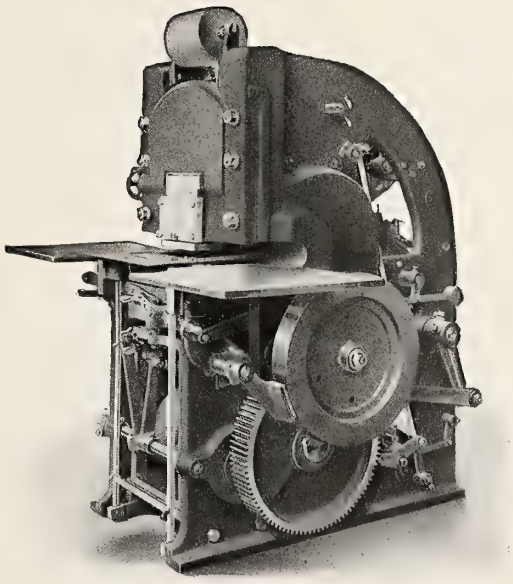
"We freely express the utmost satisfaction, getting the best of results as to quality of work together with output. Contrary to reports the machine is not complicated and we can, without hesitation, recommend the 'Waite' to any prospective purchaser."
—THE CARGILL CO., Houston, Tex.

"In our opinion the 'Waite' is the best press in the market. It has the best wiper of any of the presses, owing to the fact that it wipes more like the human hand would wipe a plate, while other presses have a flat wipe."
—AMERICAN STATIONERY COMPANY, Buffalo, N. Y.

"The above (Plaza Hotel) letter-head plate has had 85,000 impressions at a speed of 30 a minute on our 4 in. x 8 in. Waite Die Press." —CAMERON & BULKLEY, New York, N. Y.

"We are pleased to state that our 6 in. x 10 in. Waite Die Press is giving us good service. This press is running dies the full limit of the die box on a high grade of close color stamping with excellent results." —GEO. C. WHITNEY CO., Worcester, Mass.

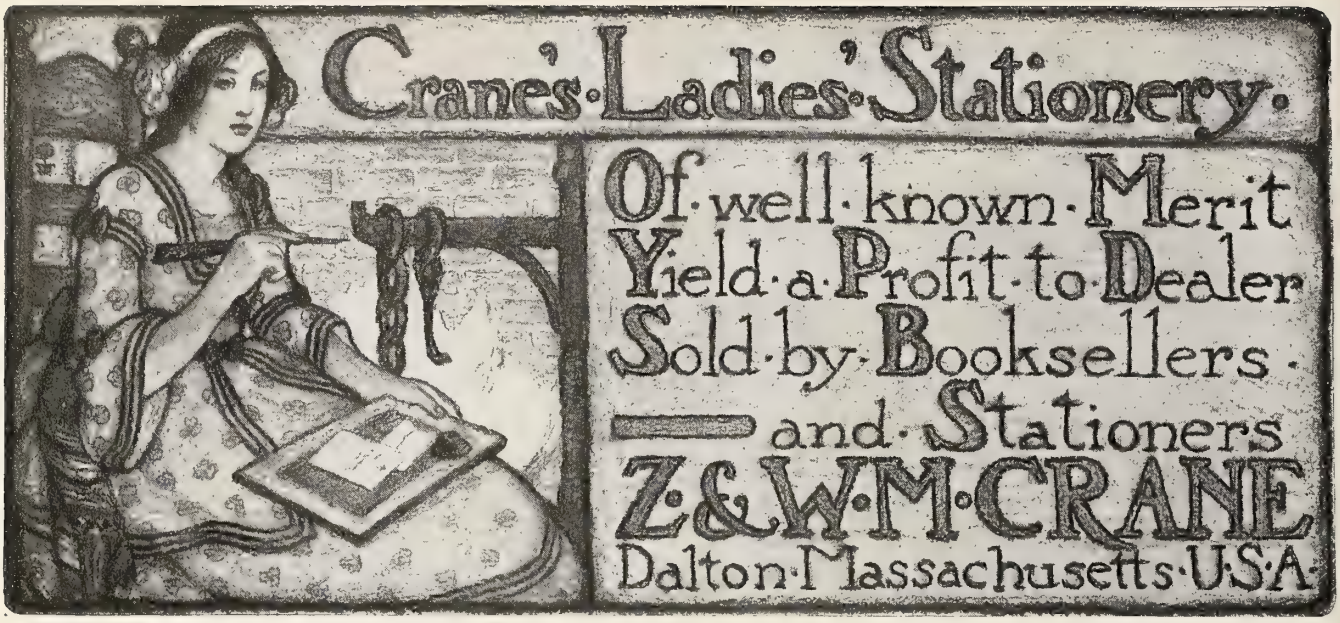
"We are enabled to do a class of work on it that can not be done on any other die press in our plant, and we have several of various makes." —E. A. WRIGHT, Philadelphia, Pa.



AUTO FALCON & WAITE DIE PRESS CO., Ltd.

NEW YORK LIFE BUILDING, 346 BROADWAY, NEW YORK

Factory, Dover, N. H.



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

Become a Linotype Operator

There is no industry in which wages are so high and employment so steady as at linotype composition. Nearly 1,400 hand-compositors have increased their wages by learning the linotype at

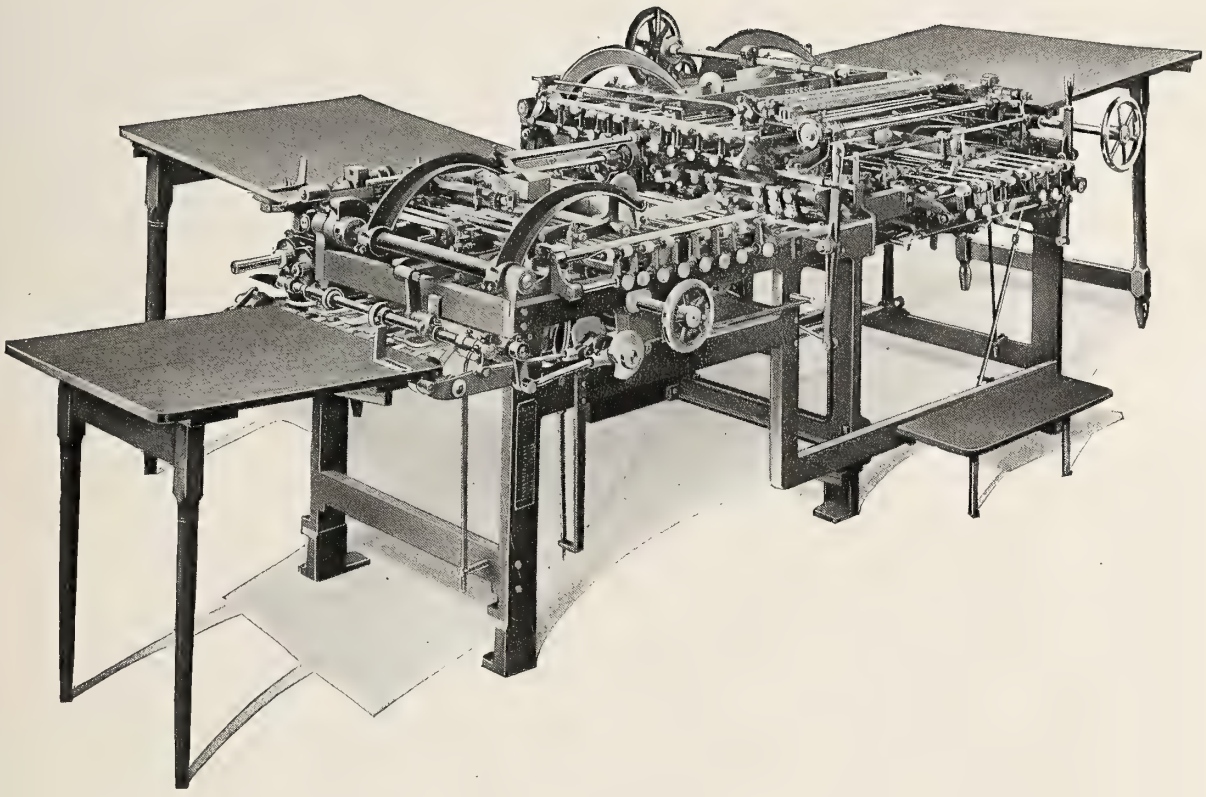
THE INLAND PRINTER TECHNICAL SCHOOL

Send for our booklet, "Machine Composition," and get details, and also see what students say about the thoroughness of our instructional methods.

Inland Printer Technical School

632 S. Sherman Street, Chicago, Ill.

New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

MADE BY

Brown Folding Machine Co.

Erie, Pa.

Chicago
345 Rand-McNally Building

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

AT Piedmont, West Virginia, is a paper mill that is the model institution of its kind in the world. This is no advertising exaggeration—it is a fact that is offered as a news item to buyers of coated paper, for the mill we are talking about is the specialized coated paper plant of the West Virginia Pulp and Paper Company.

But we are not selling the mill—we are selling the product, which happens to be Velvo-Enamel.

Velvo-Enamel

A Quality That Leaves Nothing to Be Desired

"Velvo" is the answer to the question: "Can the best coated paper be produced in a rattle-trap, old-fashioned establishment, or is it an advantage to have an ideal mill?"

Yes, "Velvo," is the answer.

Every operation in its production is an efficiency effort. "Conditions beyond our control" are not known in the Velvo plant. The finished result is standardized just as positively as though we were running a high-grade woolen mill. You can rely on Velvo, always. Your orders for ream lots or carload shipments will be uniformly "up to sample."

West Virginia Pulp & Paper Company

(Incorporated)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

Printers' Building, Sherman and Polk Sts., Chicago

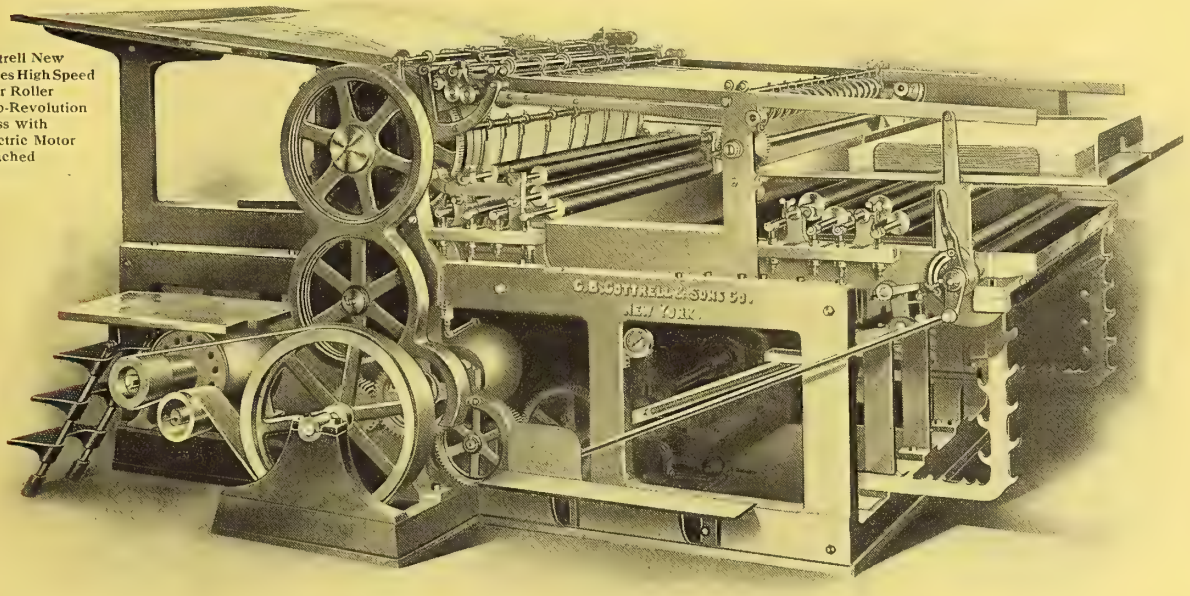
Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

QUALITY

OF WORK AND QUALITY OF SERVICE

IF ANY ONE make of two-revolution press offered the printer speeds far in excess of what could be obtained from any other machine, it would be a simple matter to eliminate the undesirables. It is amply proven that the variation in speeds between the best makes of presses are too small a matter for consideration. All of the generally accepted bed movements are capable of practical speeds far in advance of these contributary conditions which determine the speeds at which the various grades of work may be run. If the factor of safety of all accepted movements offer the printer all the margin permitted by the contributory conditions, then the chief points to be considered by the printer is the relative length of life and simplicity of adjustment permitted by the various movements.



Cottrell New Series High Speed Four Roller Two-Revolution Press with Electric Motor Attached

The difference in quality and output will therefore depend upon the structural strength of the machine, the provisions made for saving the time of the pressman during the time for making ready and the largest possible reduction in the amount of make-ready necessary on the highest grades of work.

It is because the New Series Cottrell has met these requirements in the fullest degree that makes it the one best investment for the master printer who must obtain a profitable service from his high priced labor under the hardest competitive conditions and where the investment to prove profitable should last for a minimum of twenty years at the highest point of efficiency.

As one well known trade writer has said: "When we reflect on the superiority of the American magazine printing and know that the great majority of these publications have used Cottrell presses for the past quarter of a century, it will not, I think, be disputed that no other press builders have on the whole served the high grade printers quite so well as the Cottrells have."

When you contemplate additional equipment in your pressroom an investigation of the New Series Cottrell along the above lines will be greatly simplified if you send for a copy of the booklet we have issued recently.

Keystone Type Foundry

General Selling Agents

Philadelphia · New York · Chicago
Detroit · Atlanta · San Francisco

C. B. Cottrell & Sons Co.

Manufacturers

Works: Westerly, R. I.

25 Madison Sq., North, New York
279 Dearborn Street, Chicago

Set in Keystone's Caslon Bold and Caslon Lightface
Printed on a No. 5 Cottrell

THE CASLON BOLD

5 Point Font $2 00 21 A $0 95 40 a $1 05

THE IDEAL ADVERTISING MAN MUST BE SPECIALLY TRAINED
An Advertiser must have Discrimination to sift from the information only the things which will interest the Prospective Buyer. Nothing important must be hid, and nothing unimportant must be told, as space is valuable

6 Point Font $2 00 22 A $0 95 43 a $1 05

HE MUST HAVE WHAT IS TERMED BUSINESS WIT
This is necessary because an advertiser in the advanced grade really helps to direct the business he is advertising. He must know or be able to judge what, when and where to advertise

8 Point Font $2 25 19 A $1 10 37 a $1 15

ORIGINAL IN THOUGHT AND WRITINGS
He must have imagination, be able to remember and repeat stories, and to illustrate the important points by characteristic anecdotes or illustrations

9 Point Font $2 50 18 A $1 20 36 a $1 30

EDUCATING HIMSELF ALL THE TIME
An advertiser must be a voracious reader of good literature to keep pace with the times

10 Point Font $2 50 16 A $1 20 32 a $1 30

CASLON BOLD SERIES SUITABLE
An attractive type face will enhance the display and value of your advertisement

12 Point Font $2 75 16 A $1 30 30 a $1 45

PRINTERS WILL RECOGNIZE
Usefulness and Profit in this Series

14 Point Font $3 00 12 A $1 45 22 a $1 55

WORLD FAMED ARTIST
Exhibition in the Art Room

18 Point Font $3 25 8 A $1 50 16 a $1 75

SEASIDE PASTIMES
The Boardwalk Stroll

24 Point Font $3 50 5 A $1 60 11 a $1 90

GREAT NIGHT
Lost Final Attack

30 Point Font $4 25 4 A $2 00 9 a $2 25

MERCHANT
Stolen Wealth

36 Point Font $5 00 3 A $2 55 6 a $2 45

MOON SHINE

42 Point Font $6 25 3 A $3 20 6 a $3 05

Rivals Killed

48 Point Font $7 50 3 A $4 25 5 a $3 25

PORTERS

54 Point Font $9 15 3 A $5 55 4 a $3 60

Landslide

60 Point Font $11 00 3 A $6 75 4 a $4 25

ANGLE

72 Point Font $13 60 3 A $8 75 3 a $4 85

Market

84 Point Font $15 75 3 A $10 00 3 a $5 75

BIND

96 Point Font $19 90 3 A $13 00 3 a $6 90

Hoist

Philadelphia
New York
Chicago

KEYSTONE TYPE FOUNDRY

Detroit
Atlanta
San Francisco

The Way to Meet Competition

in the printing business is to *beat* it by submitting and selling *ideas* to your customers instead of *prices*. A dummy is judged, as a completed catalogue or booklet is judged, not by its *cost* but by its *looks*. The surest and easiest way to produce the profits *you* want is to show your customers the effects *they* want, in the shape of *printed* dummies made of

Buckeye Covers

Buckeye Covers are best for dummies and best for the finished job—they are best "first, last and all the time," because they are both the easiest to *print effectively* and the easiest to *buy* of all high-grade covers.

They have all the *desirable* characteristics of the most costly, yet are sold at a moderate price.

Now made in *sixteen* beautiful *colors*, *four finishes* and *four weights* (including the new DOUBLE THICK)—the greatest *variety* as well as the greatest *values* ever offered by a paper-mill.

If you do not yet realize the profit opportunities this line offers you, write to the mill to-day for the box of "Buckeye Proofs."

Buckeye Covers are stocked by the following representative dealers:

BALTIMORE	Dobler & Mudge.
BOSTON	The Arnold-Roberts Co.
BUFFALO	The Alling & Cory Co.
CHATTANOOGA	Archer Paper Co.
CHICAGO	James White Paper Co. J. W. Butler Paper Co.
CINCINNATI	The Chatfield & Woods Co. The Diem & Wing Paper Co. The Whitaker Paper Co. The Cincinnati Cordage & Pa. Co.
CLEVELAND	The Union Paper & Twine Co. Central Ohio Paper Co.
COLUMBUS	The Central Ohio Paper Co.
DAYTON	The Keogh & Rike Paper Co.
DETROIT	The Union Paper & Twine Co.
DES MOINES	The Carpenter Paper Co.
DENVER	The Peters Paper Co.
INDIANAPOLIS	C. P. Lesh Paper Co. Indiana Paper Co.
KANSAS CITY	Graham Paper Co.
LOS ANGELES	Zellerbach Paper Co.
MIDDLETOWN, OHIO	The Sabin-Robbins Paper Co.
MILWAUKEE	The E. A. Bouer Co. Standard Paper Co.
MINNEAPOLIS	McLellan Paper Co.
MONTREAL	Howard Smith Paper Co., Ltd.
NASHVILLE	Graham Paper Co.
NEW ORLEANS	E. C. Palmer & Co.
NEW YORK	Henry Lindenmeyr & Sons, 32-34-36 Bleecker Street.
OAKLAND, CAL.	Zellerbach Paper Co.
OMAHA	The Carpenter Paper Co.
PHILADELPHIA	Garrett-Buchanan Co.
PITTSBURGH	The Alling & Cory Co. The Chatfield & Woods Co.
PORTLAND, ORE.	Pacific Paper Co.
RICHMOND, VA.	Richmond Paper Mfg. Co.
ROCHESTER	The Alling & Cory Co.
SALT LAKE CITY	Carpenter Paper Co. of Utah.
SAN FRANCISCO	Zellerbach Paper Co.
SEATTLE	H. N. Richmond Paper Co.
SPOKANE	John W. Graham & Co.
ST. LOUIS	Graham Paper Co.
ST. PAUL	Wright, Barrett & Stilwell Co.
WINNIPEG	John Martin Paper Co.

FOREIGN SELLING AGENTS, Henry Lindenmeyr & Sons, London, England

Sample-book No. 1 shows Single Thick weights in all finishes.
Sample-book No. 2 shows Double Thick and Ripple Finish.
"Buckeye Proofs" show how to print them effectively.

Any of the above sent free if requested on your business letter-head.

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER
in HAMILTON, OHIO, since 1848

St. Valentine

It is not that her face
is fair,
Her glances sweet,
her form divine—
Not these, though hom-
age they compel—
Not these around the
heartstrings twine.

She is a Woman—all
is said—
The glory of our life
is hers.
She is a Woman—and
the name
The holiest thought of
manhood stirs.

A·H·McQuilkin

Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

Copyright, 1912, by The Inland Printer Company.

The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Trades

TERMS : $3.00 a year, in advance. Foreign, $3.85 a year. Canada, $3.60 a year

Vol. XLVIII FEBRUARY, 1912 No. 5

Davis Brothers' Printing Salesroom

By Robert F. Salade.

ONE bright February morning the Davis Brothers, proprietors of "The Modern Printery," were seated in their office going over the morning mail. Business was brisk and general printing conditions running smoothly, so the brothers were finding keen enjoyment in their fragrant cigars.

"Say, Harry," remarked Norman, the elder brother, "young Clark of the composing-room suggested an idea yesterday, while he and I were talking on general topics, that I thought was pretty good."

"What? That we buy some more type, I suppose," said Harry, with a twinkle in his eye.

"No; not this time," laughed his brother. "The boys seem to have enough material for the present. The idea that Clark advanced was that we establish an attractive salesroom for the accommodation of prospective patrons who call here for estimates, and for the handling of general work which is brought directly to the office."

"Well, what the deuce do you call *this* if it isn't a salesroom?" asked Harry, looking around the office critically.

"This is not a salesroom according to Clark's comprehensive plan," replied his brother. "His idea is to fit up and furnish this room in the manner of a general printing salesroom, in full charge of a competent man who thoroughly understands the making of printing and who can write up and lay out copy intelligently. Specimens of our best work are to be displayed in cases and upon the walls so that a patron's attention will be attracted to the many other branches of our work. A person would call for the purpose of ordering a thousand letter-heads, but with the right kind of a salesman here, there is no reason why a full line of office stationery should not be sold to the patron as well. See the point?"

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

"Yes, the point is clear enough," answered Harry. "But, say, haven't you and I always handled any inside business which came in here?"

"That's just where you get in wrong, Harry," returned Norman. "You know that half the time you are up-town with the motor company you are interested in, while our outside business keeps me on the street the larger portion of each day. Take to-day, for instance. You have to be up-town by ten, while I must be on my way in a few minutes for a dozen calls which demand my personal attention. While we are out, nobody is here to receive new orders, except Miss Thompson, and she knows as much about printing and a patron's requirements as a camel. When any intricate piece of printing is brought in, she calls for our worthy foreman, Lester, and he comes rushing in here looking like an ink specimen. Lester, with his mind on his work, and in a hurry to get back to it, doesn't care a hang whether the order is received or not. I tell you, Harry, we lose many dollars' worth of work under our present slipshod methods."

Harry was silent in thought for a moment. "Well, since you put it in that light," he at last answered, "I understand the facts more clearly. I have noticed that the Benson Radiator Company, across the street, has an elaborate sales and show room, with a salesman always on the alert. So I can see no reason why a printing plant, turning out the high-grade class of work we do, shouldn't have a sales and show room along the same lines. But who can we secure capable of taking charge of this department?"

"Why not young Clark?" answered Norman. "You know he is a practical printer of the highest type — thoroughly understanding paper stock, estimating, etc. He is also a graduate from an advertising school, and can write up and lay out copy beautifully. We could have an ad.-writing department here in conjunction with the salesroom, and, judging by the calls we have had for this class of work, we should make a profitable success of the plan."

"Yes; and Clark could arrange and lay out a great deal of our regular work for the composing-room," said Harry, growing enthusiastic over the plan. "From the condition in which some of the copy goes upstairs, it's a wonder that the compositors are able to put it into respectable type-form. Now that I have come to think of this subject, I feel sure that a large amount of time in the composing-room could be saved by having all rough copy laid out in a systematic manner."

So it was mutually agreed by the Davis Brothers to adopt the

comprehensive plan of young Clark for the establishment of a modern printing salesroom.

Clark began on his new work immediately, and had some remarkable changes made in the office arrangement. The room was repapered with panel effect in light and dark green and furnished in simple but pleasing and comfortable mission style. Large showcases, containing artistic specimens of the best printing executed in the Davis plant, were arranged about the room in such a manner as to invite the attention of visitors; and hung upon the walls with tasty arrangement were large frames with glass and matboard upon which were mounted brilliant samples of three and four color subjects, of which class of work the Davis Brothers made a specialty.

Clark then had the regular office equipment — typewriters, desks, etc. — moved to the rear of the room so as to give full prominence to the "salesroom" department, and the advantage of this plan was at once apparent, as under the former office arrangement a patron would step into the room and be halted by a railing enclosing the general office-furnishings — causing the visitor to have the feeling that a ticket might be demanded for admittance. But with Clark's plan the visitor would walk into a large, bright room containing long, roomy tables (on which work could be spread out to the best advantage) and comfortable chairs a plenty — in a word, a salesroom fitted up along the lines of other business houses selling goods of an artistic character. A prospective patron in search of the better kind of printing could scarcely help being impressed with the idea that printing done by a firm that took a pride in displaying its goods in the manner of the Davis Brothers would indeed be printing "worth while."

Directly under the large front windows of the salesroom, so as to receive the full advantages of natural light, Clark had his desk set up and over it was suspended a neat sign with the inscription:

EXPERT WRITING OF ADVERTISING
DESIGNING AND SKETCHING

REASONABLE RATES

The Davis Brothers were delighted with the general improvements and voiced their approval in a hearty manner.

"This certainly looks more like business, Harry," said Norman to his brother, as the two were admiring the improvements. "The old-

time method of printers bringing in their customers among the type and presses has surely passed."

"I believe you are right," replied Harry. "A salesroom like this is bound to inspire confidence in a prospective patron. The very atmosphere of the place produces the assurance that the work will be done right."

Clark became a live wire at once, and had very little spare time on hand when not giving his attention to customers or rewriting copy. Nine-tenths of the general copy which came to the plant was badly arranged and poorly written, and, through having a technical knowledge of printing as well as advertising experience, Clark could rewrite and lay out the general copy with remarkable improvement. Each piece of copy was then typewritten by one of the girls and sent to the composing-room in a readable condition, which secured for Clark the everlasting gratitude of both the proofreaders and compositors. In fact, Clark with his type knowledge could lay out and mark the name and type sizes on booklets, folders, etc., so precisely that in nearly all cases the compositors could follow the layout exactly, which naturally resulted in a great saving of time in the composing-room as well as satisfaction all around.

The ad.-writing branch of the business was soon flourishing. Mr. Gourly, of the Gem Stove Company, called in one day with cuts and copy for a 32-page booklet.

The write-up of the booklet had been done by Mr. Gourly himself, and was worded so poorly that almost any one who received and read one of the booklets would at once decide *not to buy* a Gem stove!

"Now, Mr. Gourly," said Clark, after glancing over the copy, "the wording of this booklet could be greatly improved if you would care to have us rewrite it in regular advertising style. With our experience we could give the whole subject a snappy tone. These illustrations are excellent, and with the proper write-up the booklets could be made to bring in large orders for you. The cost for rewriting would not be a very large item."

"Why of course I would like you to rewrite it if you can improve it," replied the old gentleman. "But I didn't know you fellows would bother with ad.-writing. Why, I had the devil's own time getting this copy together, and came near giving up the task. Go ahead and write it up in good style, and if you make a success of this booklet, you can have all our work of this kind to write up and print." And Mr. Gourly went out of the place convinced that he had made a great "find." Almost any intelligent printer could have improved on Mr. Gourly's

writing of the booklet, but Clark, through his advertising experience, was able to make every paragraph in the booklet sound live and catchy. For instance, Mr. Gourly's writing contained the commonplace wording, "Gem Stoves," for a sub-head at the top of each page. Clark changed this to read, "Gem Stoves Make Warm Friends," and so on in this manner. When the booklets were finished Mr. Gourly was so pleased that Davis Brothers received all other work of the Gem Stove Company thereafter.

In the manner of the Gourly incident Clark steadily built up the ad.-writing business to large proportions.

Through being continually in the salesroom and meeting bright business men who were constantly seeking the better class of printing, Clark soon became a splendid salesman. An ordinary clerk can receive an order which is brought into a print-shop by a regular patron, but it requires an experienced salesman to sell additional goods. For example: A gentleman would call in with a set of two-color plates which he wanted worked on 5,000 letter-heads. A price being agreed upon, Clark would ask:

"Have you had this design printed on your other stationery — statements, bill-heads, etc.?"

"Why, no; I thought of just having it worked on the letter-heads."

"But why not have the design printed on all your other stationery and have it uniform?" Clark suggested in a pleasant manner. "The design would be sort of a trade-mark, you know. You could even have the design reduced and worked on your envelopes. Really, this design is beautiful, and would look classy printed in olive and brown on all of your work."

Which line of argument secured an additional order for fifty dollars' worth of printing which the patron had no idea of ordering in the beginning.

When a new customer would call in with some small order, Clark would always make it a point to show some of the latest booklets, form letters, etc., covering the same line of business, and in nearly all cases additional orders would be procured.

It was of frequent occurrence for some one to drop in with a reprint design in time-honored type which he desired reproduced, if possible. Clark would show samples of the same kind of work in the newest type-faces and clearly demonstrate how much better the work would appear in the present-day style, which selling method would generally secure a steady and well-satisfied customer.

If the paper on a certain job were of poor quality, Clark would show

by example how much better the printing would appear on a better grade of paper. Business men in general, Clark soon learned, were not seeking cheap printing any more than they were looking for cheap wearing apparel or other necessities. All the business man required was a practical demonstration as to why high-grade printing was better than the ordinary kind, and he would then order the better kind every time.

Along these lines Davis Brothers' printing salesroom became their greatest selling power.

Shop Efficiency and Wages

By R. O. Vandercook.

LOW wages do not necessarily mean low cost of production. This is, I believe, especially true in the printing business in this country. It seems that a certain standard of living is necessary to develop in the worker a given standard of efficiency. This fact is shown by statistics in many other kinds of labor.

Most interesting along the general line of wages in relation to the cost of production are the statistics brought out in the building of the Panama Canal. These figures conclusively show that the comparatively high wages and the enforced better standard of living have resulted in a very much lower cost for labor than expected, and much lower than if the laborers had worked for the usual wages in that country and lived according to the usual standards. It is shown that where farm labor is the poorest paid the cost of crops is larger than in the enlightened communities where wages are enough to allow something for mental and physical growth.

That a reduction in wage scales has not resulted in a corresponding reduction in the cost of production has been shown in the analysis of costs where printing plants have been moved to localities where the standard of living is lower and therefore the wage scale less. Great savings are often made by locating where land is cheap, shipping facilities good, and the building planned according to scientific principles. After deducting the savings due to the material betterments it is often found that the net percentage of saving in labor is not by any means equal to the precentage of difference in the wage scale.

Let us consider the wage question in a printing-office, not from a humanitarian standpoint, but strictly in its business aspects. If a

manager, actuated by humanitarian or even selfish motives, should increase his wage scale without doing other things it would be a miracle if he got anything for his money except a corresponding increase in costs.

These "other things" require great tact and patience. Time will be required. Methods must be varied according to circumstances. I have in mind some offices where the first thing the manager must do is to wash his windows, and shovel the dirt and antiquated material out of the shop. No matter what wages are paid, unless the manager insists on a clean, well-lighted and orderly shop, no increase in wages will help. Good workmen always prefer a clean and decently equipped shop. They know what it means to drift into slovenly habits. They will not work long in an environment that is against their better instincts. Careless habits are easier to acquire and harder to lose than habits of accuracy and dexterity.

Intelligent workmen gravitate toward intelligently managed offices. Efficient workers do not like to remain where their best efforts are annulled by slovenly and inefficient management, or where the shop arrangement and material are such that they can not get results.

Before any increase in wages is made the shop must be in order, so that willing workers can make their efforts count. When the shop and material are up to a high standard it is safe to bid for workers of high efficiency. A few men in the shop who are known to receive pay in advance of the union scale, and whose product is clearly worth more than that of the average man, are a stimulant to all the rest. To draw out efficiency in this manner, the strictest fairness and absolute good faith, as well as tact, are required of the management. If the overscale men are used only as decoys to entice the other workers to increase their efficiency, only to find that all the benefits of this increased production are gobbled up by the management, and harder and more exacting requirements are made on all others without corresponding benefits, then it is only natural that the decoy men will soon be spotted and a sullenness will pervade the shop. To do only enough work to hold their jobs and to prevent by all means in their power others from doing any more than they, is the natural result of the management trying to hoodwink the workers.

I believe it is because the decoy game has been so often worked on them that the trade unions have opposed bonus systems; and, as a rule, bonus systems have failed to get results.

If the workers believe that the management is on the square, and that all who qualify for advance-of-the-scale wages will get them with-

out question, then good results are bound to follow for all concerned. In Chicago there is a big linotype shop where every man is an "advance of the scale man." The manager knew some of the men were easily worth more than the average. He paid them according to their worth and announced that the scale of wages in that shop would be according to the scale paid the advance men, and all who could not deliver the goods according to his scale would go elsewhere for work. His shop is always filled with the class of employees he demands and pays for, and no other shop has a more satisfactory product or a better class of trade than his. The whole shop is permeated with tact, fairness and absolute honesty. Of course, it is successful and making money.

A case showing the results of the other extreme is a large printing plant in the neighborhood of a great city. It is in the hands of a receiver. The responsible head came up from the ranks, but he did not earn the money the big plant cost. His business course has been one continual warfare. He moved to get a lower wage scale for the one thousand or more employees. The little city welcomed his big plant. Soon there was a row between him and the city which had granted his concern privileges. The city claimed that he had fooled it. Strikes and labor troubles there were without end. Every expedient except straightforward dealing with the workers was resorted to. He tried to cajole his workers by bonus systems. He rowed with all executive heads of departments. He was easily influenced by flattery. Hot air, his men said, counted more with him than good work. No shop was ever better laid out or better equipped to encourage the maximum of human efficiency, but the humanitarian side of business was an unknown factor to the proprietor. His whole shop was permeated with selfishness, egotism and sly dealing. Of course it went into the hands of a receiver.

No shop can hold loyal workers without a fair wage scale and human treatment of employees. A loyal shop spirit among the workers is the greatest factor in reducing costs. Money and big wages alone will not accomplish it. It takes personality. It takes a strict sense of justice for justice's sake alone. A manager whose guide-posts are only dollars can never equal the efficiency of the manager whose guide-posts are strict fairness and absolute honesty.

When I caution you against becoming a miser, I do not therefore advise you to become a prodigal or a spendthrift.—HORACE



Copyright, 1911, by Butterick Publishing Co., New York city.

Reproduced in four colors by the Zeese-Wilkinson Co.
from an oil painting.

Courtesy of the Butterick Publishing Co., New York city.

Soliloquies of the Devil

By H. F. Lockhart.

The foreman is a high and hustling jay—
He's got T. Roosevelt beaten to a stop;
He lays awake at night to find a way
To keep us other fellers on the hop;
Then brings a grouch to the composin' room.
That fills the hull darn place chuck full of gloom.

I gotta do some steppin' when he's cross;
If he barks once, I just get up and dust!
There ain't no trouble tellin' who is boss
When he's around. Gee, but he makes things bust!
And then when things go wrong as wrong can be,
He blames it on the devil, which is me.

From eight o'clock he keeps me on the jump,
Until he goes at noon to feed his face;
At one o'clock he's back again, the chump!
A throwin' orders all around the place.
I jump again until it's time to quit;
An' then that guy ain't tired—not a bit.

It ain't no lead-pipe cinch here anyway;
Sometimes I'd chuck it all for just a cent.
That bloomin' foreman wouldn't feel so gay
If he found out some morning I had went.
He'd have to go and find some other goop
If Hennery should up and fly the coop.

I s'pose that he's forgot them other days
When he was devil at a starvin' rate;
You'd think to see his high and mighty ways
King George of England was a common skate.
I'll bet you if them two should meet some day
That George would take his crown off, anyway!

Some day, when I am foreman of this shop,
And this here guy is gone from off the map,
I'll never work the boys until they drop
Or jaw the devil if he takes a nap.
But oh, if that there foreman just could be
A devil once again, and work for me!

Independence on a Hundred Dollars

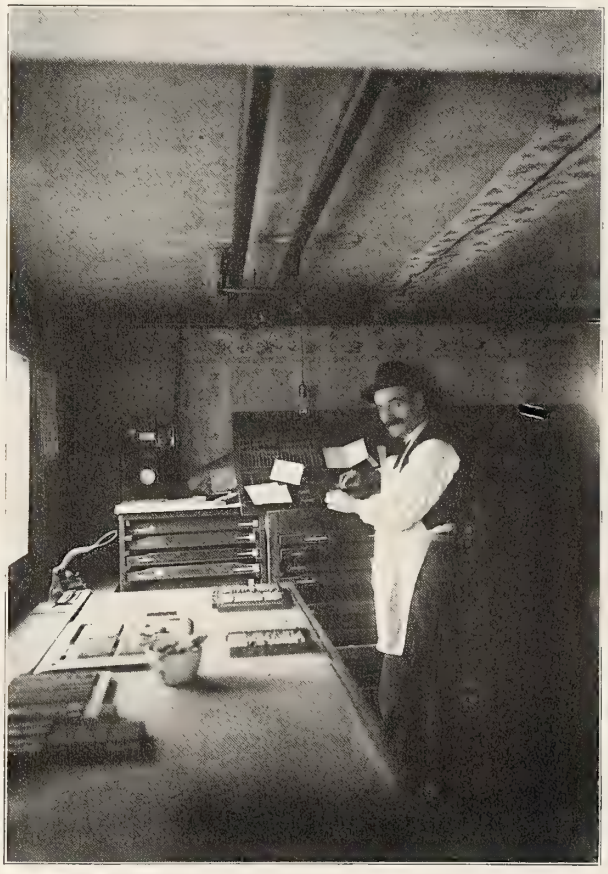
By Joseph Samuelson.

WHEN John Bangert, forty-two, found himself out of a job, through no fault of his own, instead of reviling fate, he proceeded to take advantage of misfortune. This story tells how he became independent through necessity.

Bangert had been making up forms in the office of a monthly journal and was pretty well satisfied with his lot, when a bailiff came along one day, and, after a whispered conference with the proprietor, nailed a printed paper on the front door of the shop, a proceeding which terminated the career of the publishing firm for all time to come. There was going to be a sale, and anybody who has ever witnessed the liquidation of a printing-office knows what a very little cash will do in the way of acquiring ownership of the type, galleys, stones and supplies colloquially termed "junk" by the printing trade.

After the smoke had cleared away, John bought a couple of loads of the stuff, including two small presses. He had been using the material daily and was familiar with its condition. He bid a hundred

dollars for a large and varied assortment of body type, job fonts and whatever else he thought might come in handy, and his offer was accepted. It was not his intention to become a great printer. He had witnessed the career of several great printers, and did not care about winding up where they did. He didn't even aspire to the dignity of an "employing printer." He believed that he might as well hunt business for himself as hunt for a so-called steady job, and here was a chance to make himself forever independent of the foreman, the boss and the fluctuations of the labor market.



A corner of the composing-room—and the proprietor.

Bangert had made the final payment on his house and lot some years previously. These were located in an exclusively residential section, eight miles or so from the business center of the city, and were acquired through the simple method of saving a portion of his salary every week. By cutting a series of small windows around the foundation walls, he admitted plenty of light into the cellar from three sides. These walls were smoothed off and cleaned, then painted white. The furnace supplying steam for the house gave plenty of heat for the office, while the concrete floor provided an excellent platform for the presses and other heavy pieces of equipment. The only drawback seemed to be the thick wooden piers which supported the first-floor joists. These were certainly ugly, and very much in the way. This versatile printer smoothed them off, painted them white, and covered them with specimens of printed matter of as bright colors as he could find. The ugly posts became attractive advertising pedestals.

After the little place was put in order and the motor installed for

the two Gordons, Bangert printed himself some neat cards and went out for business. I think it was the third or fourth day that he gathered up as many orders as he could handle in the following two weeks. These he printed and delivered himself, and got his money. Then he went out after more orders and by degrees had a steady custom, which kept him hard at work in the office, without doing any more soliciting. However, he had one good salesman, a silent one. On the plot in front



The residence of the owner of the $100 printing-office.
The office and shop are in the basement.

of the house there is a tree which happens to be out of line with all the other neighboring trees. It leans out invitingly toward the sidewalk. On this was nailed a big sign with the single word "Printing," which can be seen for nearly two city blocks. The same word was lettered on the cellar window, so that there might be no doubt as to what was going on inside.

The neighboring churches, clubs, societies and several physicians send their work to this little office. A local branch of a large city bank gives all its work to this printer, and he seldom loses a customer. The place was started in 1904, and to-day it would inventory for about $850. Out of this hundred-dollar investment Bangert makes an aver-

age net profit of $35 a week, which is a good deal more than he got as a journeyman. He lives in his home upstairs, and his only overhead expenses are light and power, both of which are inconsiderable. He is a close student of the problem of cost and method, and, while he has hardly room enough to apply it, he has a considerable fund of useful information on cost accounting. He claims that the interest on his investment takes the form of rent, which he doesn't pay, because he



A view of the pressroom.

owns the house. Taxes? He would have to pay them, anyway, on the residence, and as he swears that the printing-office equipment cost him only a hundred dollars in 1904, how is the tax-gatherer going to assess him more than, say, a dollar and a half on his plant?

Bangert is a frequent attendant at the meetings of the local Ben Franklin Club, and has found it possible to keep his prices up to a level with those of the big offices in the city. Now and then he meets competition in the shape of a cut-rate printer and finds it necessary to go to some trouble to explain his position to a customer. As this printer is a very straightforward man, the customer usually sees the matter in the right light and gives him the order. Bangert's position

is that if he can not make a profit on a job, he does not want it, and as the competitive printer evidently wants the work to make a show of doing business, he would just as soon the customer would give it to the other fellow. The idea of such a small printer turning away work sounds so preposterous to the prospective buyer of printing that he begins to ask questions, with the result that before he knows it he has absorbed a liberal dose of Bangert's logic, and ends by leaving the order.

It is a refreshing thing to see this printer with the backbone, whose whole outfit would be lost in a corner of any one of the big city printing-offices, stiffen up when a cut-price is asked, and declare: "The printer that can do that job for eight dollars needs the work more than the money and needs the money worse than I do. No, sir; I'm not going to let another man make me do printing at a loss."

Making the Edition

By C. W. Govier.

"SAY, you confounded old slow-poke, didn't I tell you an hour ago that that ad. was going in the noon edition? Now, I'll tell you — if it isn't up by ten minutes of eleven you can put on your coat."

"Mike" McMann, the foreman of the *Daily News*, was angry. Everything had gone wrong in the shop that morning, and all the "boys" of the composing force had carefully avoided him, when that was possible.

All but poor old Bange. "Old Charley," as the "boys" called him, was always more or less unfortunate in getting in the way of the foreman. That was natural. Bange was one of the old-school printers, and with the advent of the typesetting machine came his downfall. He was too old to turn his age-stiffened fingers to the rapid manipulation of their wonderful keyboards, and had to content himself with catching whatever work fell his way in the ad.-alley.

For a long time Charley had held down the position of setting the heads. On this job no especial skill was needed, and the old man got along very well. But the machine ultimately cheated him out of that position also, and hence his relegation to the ad.-alley. Here all was trouble. The younger men, who had learned their trade in machine days, were fast. The artistic finish that printers of Charley's time were so careful to put upon their work was no longer necessary. Speed

— nerve-racking, soul-killing speed — was the only thing that counted in the *News* composing-room.

Charley was through. Every one in the room had known it for a long time, and Charley himself was beginning to recognize that he was too old and slow for the rush of the modern printing-office. Nevertheless, the old fire to "make the edition" was still with him, and he worked feverishly to finish the ad. by press time.

No one but Charley knew the effort he was making to prove worthy of his job. Every nerve was keyed to the highest pitch. If his companions in the workshop had been interested in anything else besides their work, they could have seen that "Old Charley" was shaking — shaking like a man with the ague. And they probably would have remarked that they "could see his finish."

And Charley could see it, too. As the minutes flew along his nervousness increased. The material he was using in setting up the ad. would fall out of his hands. The rules he was placing in position so carefully would tumble down like a child's block house. Each time he heard a step behind him, he would nervously jerk his head around, expecting to see McMann glaring at him — the words on the tip of his tongue that would send him out of the printing business forever. For Charley knew that no other concern in the town would want to be burdened with a "has-been" like himself, unless it were a job-printing plant, and that was out of the question, for there even more was demanded of the worker. He was simply a "hang-over" of the old days — and he knew it.

The critical moment for "Old Charley" had arrived. He had no time to spare. He rushed over to the proof press, pulled two proofs of the ad., sent one to the proofreaders' desk and whirled the other down the office copy chute. He was not a moment too soon. J. L. Thompson, one of the paper's best advertisers, at that moment entered the room with the business manager. He had tired waiting for his proof and the head of the firm had invited him to have a look through the composing-room while his ad. was being set.

McMann was all attention. Rushing back into the ad.-alley, he roared, savagely, "How is the Thompson proof? Get busy there, Bange, and don't poke along as if you were working on a weekly."

Old Charley hustled to the copy chute and hurried back the proof he had sent down. Luckily for him, it hadn't been taken out, and with a strange look of timidness and fright, blended with a half-exultant stare, he handed it to the foreman.

McMann snatched the proof from his hand without a word. The

men on the machines looked up in surprise as their boss whirled down past the battery of linotypes. It was a new speed for him. With smiling face he handed the proof to the merchant. Then he got the surprise of his life. Thompson, after glancing through the print, remarked to the business manager that it was the best ad. ever turned out for him in the shop.

"Do you know," continued the merchant, "I believe I would like to have the same man set my ad. every day." The business manager was pleased. McMann was surprised again. The remark struck him squarely between the eyes. He wondered if it were all a dream or whether the merchant had "slipped a cog." But the voice of the business manager brought him to his senses. "You'll please see, Mac, that the same man who set Mr. Thompson's ad. to-day continues on the job."

McMann took the corrected proof from the advertiser and, with a bow to both men, carried it back into the ad.-alley, there to be turned over to Bange. The old man was standing with one arm resting on his case, the other firmly grasping his stick. He seemed too worn out to move or pay any attention to McMann, who laid the proof by his side. "Here, Bange, correct up this proof. And I want to see you before you leave the shop to-night. I've some good news for you."

Bange was motionless.

McMann had half turned away, but came back to Bange's side when he saw his wishes were not obeyed. "Did you hear what I said, Bange?"

Again Bange was silent.

McMann was now angry. Stepping over, he grasped Bange by the shoulder, intending to turn him around. As he did so, the man's dead body dropped to the floor.

Almost immediately nearly every one in the shop was standing around McMann and the now lifeless Bange, and wondering what had happened. McMann looked up at the group, and with tears in his eyes, said: "He's gone, boys; the pace was too fast."

HASTE.

To-morrow yet would reap to-day,
As we bear blossoms of the dead;
Earn well the thrifty months, nor wed
Raw Haste, half sister to Delay. — TENNYSON



"BACK IN FIVE MINUTES!"

Drawing by Carl Schmidt, Chicago.

Editorial

WHEN a country town is casting about for an effective boosting scheme, we would suggest that it secure a good printer — if it hasn't one. The character of printed matter sent out by business men is a pretty safe index to the progressiveness or unprogressiveness of the town from which it emanates.

WHEN in doubt about a question regarding the postal regulations, consult Wilmer Atkinson, editor of the *Farm Journal*, Philadelphia. He has been a faithful monitor of and untiring worker for the interests of the printer and publisher, and withal a patriot and student of the science of government who has ideas and ideals about the proper functions of a postoffice department.

"AN electric eye" is what they call a purported invention by a Russian professor. The details of it are promised a waiting world, but among its reported attributes is that it will enable a manager to sit in any part of the plant and see the employees with more ease than he can now speak to them over the 'phone. He does not have to leave his home in order to see what is going on. This would increase the responsibilities of management, but imagine the horror of knowing one was always under such electrical espionage!

"COST crazy" is an alliteration like "money mad." It may mean much or little. To-day it means very little, because art in printing is not understood. Go into any store where chinaware is for sale. Price the goods offered. You will find that the elaborately ornamented pieces of china or earthenware designed for daily use are comparatively cheap. The severely simple and elegantly fashioned ware will be found much higher priced. Why? Because overornamentation is used to cover the mistakes in form in the first, while the greatest care and precision of line have been necessary to produce the latter. Simplicity in utility is not achieved without years of training. That training costs money. In the fine and elegant design, taste and skill are shown. These cost more money than material. So in printing, the purity and directness of the design has not come by chance; it has been cultivated and developed. It should have its price. Cost systems determine its cost and selling price.

THE newspaper cartoon and the humorist's column are established institutions. The latter is fortunate in obtaining adventitious aid from the unconscious humorists who write the stories of the day's doings. These contributions to the funny column the humorist finds ready-made, and all he has to do is to "put a head" to the selected item, thus:

SAD!

> Mr. Whalen when a boy learned his trade in the Montrose *Democrat* office, where he remained a faithful typo and ad. setter until he made a change, and came to the REPUBLICAN office.— *Montrose (Pa.) Republican.*

Printers of the Present Generation.

Severe criticism of the work of present-day journeyman printers is frequently made by old-timers in the business. It is not an easy task to find a compositor over fifty years of age who is not ready to declare that the younger generation of craftsmen are unworthy the name of printer. The persistency of the charge entitles it to some consideration.

Not long since, a writer in the *Publishers' Guide* bluntly stated, in effect, that competent compositors were now known only in history; that the wretched work of latter-day printers is a desecration of the noble art, and that there is no comparison between the capabilities of compositors of twenty and thirty years ago and those who have come into the business in the past decade.

THE INLAND PRINTER, of course, can not agree with the severity of the criticism. While there is some unwelcome truth in the charge, there is no ground for such a sweeping statement. No doubt the mechanical revolution in printing plants during the past fifteen years has largely done away with the all-around printer. But men trained as specialists have become more expert in their particular work than was the old-timer. And while the printer's art in earlier times consisted chiefly in plain typesetting, in this day it has developed

until it is almost beyond reason to expect one man to keep up with its various specialties and processes. More and more attention has been paid to typographical effect, which has resulted in developing men along artistic and mechanical lines, to the partial exclusion, we regret to say, of that knowledge which was the all-important essential in the old-time printer: a thorough understanding of our language.

Let us frankly admit that the editor-printer is less in evidence than formerly. The younger printer's education in the use of good English, in punctuation, and even in spelling, has been sadly neglected, and when his work from this viewpoint is compared with that of the typesetter of twenty-five years ago, there is little room to doubt that some of the severe criticism is deserved.

But this is only a temporary setback, brought about largely by a misconception of printing-office managers since the introduction of typesetting machinery. When a general change from piece work to a flat-time basis was made, these managers were seized with the idea that better profits could be made by ignoring the carelessness of compositors. Every mark meant additional work for the proofreader, additional work for the compositor, additional work for the bank-man, additional work for the reviser, and the possible chance of a more serious error in correcting the original. Instead of adjusting prices to meet the cost of producing correct composition on the machine, composition was adjusted to meet the prevailing prices. This of course was an absurd position, and has had a tendency not only to cheapen composition and demoralize the proofreader and compositor, but has created a general disregard among readers for good English, correct spelling and careful punctuation.

Observing craftsmen, however, have noted that a reaction has set in, and that the unprofessional spirit which apparently held us in its grip during and immediately after the introduction of high-priced typesetting machinery has been broken, and we are slowly but none the less surely eliminating the weakness which came out of the revolution of mechanical methods in the composing-room.

Second-class Postal Rates.

Among the happenings at the national capital in which the fraternity will be vitally interested is the perennial departmental effort to change second-class postal rates.

Probably the primary cause of the difference between postal officials and a most important element with whom they come in contact is the desire to make the postoffice pay. Why the public-service function that serves all the people and comes in close contact with them should be regarded as a commercial venture is not quite clear. In the opinion of many, the chief purpose of the postoffice is to serve the people.

It is within the memory of the middle-aged when subscribers paid postage on their weekly papers and monthly magazines. For the purpose of promoting education by disseminating literature, a special rate was made. This is known as the second-class rate, because it was understood the service should be second-class, the publisher delivering the mail in assorted shape, and first-class mail taking precedence in handling at the postoffice.

For about a decade the authorities have been pleased to call this rate a "privilege" accorded publishers. It has been blamed for the deficit, and various postmasters-general have deemed it their duty to curtail the so-called "privilege." Some of these moves have been vexatious, while others have proved ruinous to thousands of publications. Naturally these edicts provoked controversy and opposition. These in turn led to the appointment of commissions of inquiry by almost every Congress.

Last year the President appointed a commission under the chairmanship of Justice Hughes to deal especially with second-class rates. That body now reports a bill that includes many restrictions which publishers regard as inimical. It doubles the rate, though Postmaster-General Hitchcock urged that it be quadrupled. Then come other provisions that, if adopted, will create havoc with publishers and their methods. A publication can not contain more than fifty per cent of fiction or an equal amount of advertising. Nowadays all but a few publications secure subscriptions by premiums or clubbing offers. These devices are prohibited by the proposed law. Such radical changes disturb the publishing world, but it is even more disturbed when contemplating the decisions and rulings that will be predicated on what constitutes "advertising," "fiction," "premiums," for be it known to the uninitiated that, while the executive branches of our Government do not make laws, they are adepts at making constructions, and in the case of the Postoffice Department, at least, there is no relief to be found in the courts.

It is not denied that the tendency of the proposed law would be to lessen the number of publications. This affects the material interests of all connected with the printing business, and if they do not protect those interests, Congress and the public will inevitably follow the lead of the experts, who in this instance are the officials and members of the special commission.

Lack of unity and harmony among those interested in printing and publishing is directly responsible for the confusion in the public mind and the prolongation of this controversy. There is much protestation and much talk, but little cohesiveness among the publishers. If, for instance, the daily press, the religious press or the agricultural press is not affected by a ruling, it loses interest, becomes lukewarm or even supports the ruling, no matter how outrageous it may be, from the standpoint of abstract principle. Profession to the contrary, each group of publishers seems to be in the agitation for its particular advantage. With the exception of country weeklies, all publications are affected by the present proposals, and if their protests are to prove conclusively effective there must be unity of action.

Undoubtedly the Government has in mind an increase of revenue as a prelude to establishing one-cent letter postage, which is supposed to be a popular move. In order to meet that condition, those interested in second-class rates will be compelled to broaden the basis of their pleas. They will have to go over the heads of the Government and appeal to the people. Then it will be necessary to discuss the functions of the postoffice from the broadest possible point of view, and show that these proposals are in the main not really an issue between the publisher and postal authorities, but a question between the public and its servants. An appeal to the highest court on that plane would win.

Meantime those involved are resting easily in the belief that a Democratic House of Representatives will not pass such a drastic measure as proposed by Justice Hughes' commission. Few of our American readers but are affected by second-class rates, and all should keep their ears to the ground, for there may be rumblings from Washington-way at any time.

The Printer and Ad.-writing.

THE INLAND PRINTER has unbounded confidence in the ability of graphic-arts men. Their environment and training are such that it is especially true of them that they can do anything they want to do. All of them have perforce some knowledge of the mechanical details of advertising, and many, particularly compositors, have proved successful as ad.-writers. This expression does not apply exclusively to "professional" ad.-men, but it includes the army of printers who give customers the advantage of their knowledge as part of the service that goes with "printing."

Of these not a few have forged their way to the forefront in the professional ranks, and here and there we find a printing-office that is a leader in the development of advertising, while hundreds on hundreds have built flourishing businesses on a smaller scale through advertising service.

What has been accomplished is proof that there is much latent talent among the craftsmen who are now working as journeymen and proprietors who are simply "following copy."

Many of these are masters of advertising typography, but they hesitate to give advice or write an advertisement because they are not grounded in the principles of advertising.

In pursuit of its policy of giving good service, THE INLAND PRINTER has from time to time in various ways tried to stimulate this advertising sense. We have had the gratification of knowing that our efforts in that direction have been successful in many cases. The country printer, the "small" job-man and the big printer with a world-wide reputation have told us so.

We are now in a position to do more toward craft development along these lines than ever before. Commencing with this issue we have arranged for a series of articles, that are really lessons in advertising, by Dan E. Paris, who was connected with the development of the most popular advertising correspondence course and is now among the foremost advertising men of the country.

This course is being launched by the Massachusetts School of Advertising and will be given by correspondence.

We have made arrangements for a limited number of scholarships which we will sell to any yearly subscriber for $5. This is not a mere catch-penny premium proposition — it is open to regular subscribers as well as new ones.

What the purchaser buys are answers to inquiries arising from the articles or lessons appearing in these columns. The correspondence will receive the personal attention of Mr. Paris, whose life-long gospel has been service and more service.

We feel that this is one of the most valuable opportunities we have yet been able to offer our friends and patrons, as there are few who would not be greatly benefited by taking advantage of it.

The price is the result of economic coöperation and cutting out the frills. Usually correspondence schools maintain departments for securing positions and issue diplomas. We make no pretense to do either. We are also well equipped to advertise this venture at the minimum of expense. Furthermore, we anticipate using a comparatively large number of scholarships, and so get the advantage of wholesale rates. These and other economies make it possible to present this opportunity for a high-class training in ad.-writing at a price that is practically negligible.

A Study Course in Advertising

LESSON 1.— BY DAN E. PARIS.

ADVERTISING is in its infancy, and every year brings an increased demand for trained advertising men. At the same time it is becoming harder for untrained men to break into the field. Merchants are realizing more and more every day the necessity for organized knowledge on the subject. This country is essentially a nation of business men, and advertising is so vital a part of business that a complete understanding of its principles is now a most important phase of every successful business man's education.

It is difficult if not impossible to formulate a definition of advertising that will carry a comprehensive idea of its many functions. To call it "Salesmanship in Print" conveys the ultimate thought, for all successful advertising must sooner or later mean goods sold. In its immediate effect, however, advertising is used to establish trademarks, to build store-prestige, to stifle competition, to accomplish many similar things. It is, therefore, of great importance to know just what is desired of an advertisement before anything is done toward its preparation.

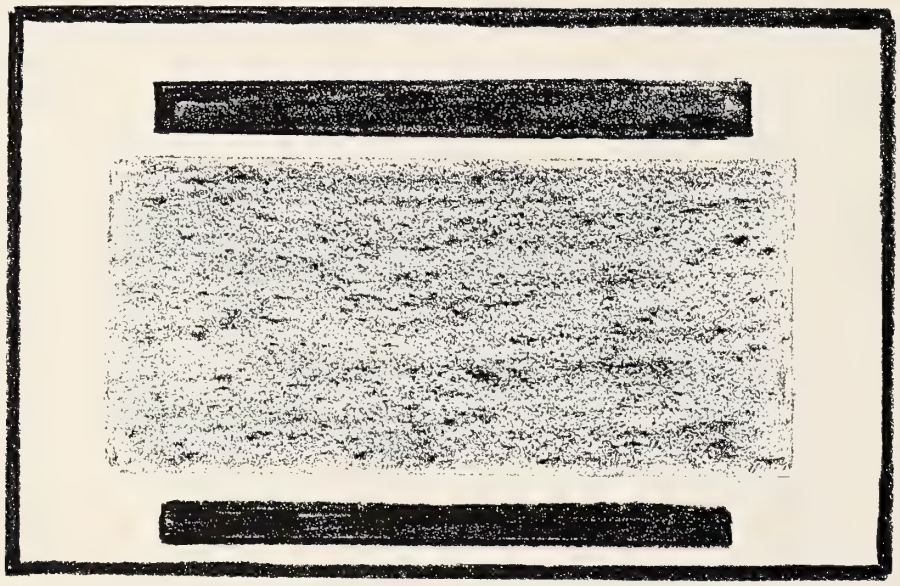


FIG. 8.— A preliminary sketch, or "layout," indicating tone values.

All advertising may be divided into two general classes, national and local. *National advertising* is that appearing in mediums of national circulation, and is designed to influence an unlimited area. *Local advertising* is that appearing only in mediums of restricted circulation and is designed to influence only a limited territory.

National advertising may be subdivided into two classes, general and mail order. General national advertising is intended to popularize the article and influence people to purchase it of their local dealer. Mail-order national advertising is intended to bring the order by mail direct to the advertiser himself without the assistance of the local dealer.

Local advertising may also be subdivided into two classes, but the distinction here is drawn a little finer and the student may not grasp its full significance until later in the course. The subdivisions are, general and bargain. General local advertising is that used to keep the merchant's name and goods before the people in a general way, and does not completely focus the reader's attention on specially priced goods. Bargain local advertising is used to sell specially priced goods in a limited period of time.

General local advertising may be devoted to one particular article and may quote prices, but so long as it remains a part of the merchant's regular scheme of advertising it remains in the general class. Bargain advertising is almost wholly confined to department stores, or special fire, removal, and similar sales.

It is safe to say that in any city in this country an investigation of the methods of the merchants there will bear out the statement that those doing the largest amount of business and enjoying a liberal share of popularity are those who advertise consistently and well. On the other hand, those merchants who have not advanced with the times in the matter of advertising are working under the handicap of slow-moving stocks, and are doing business largely with old customers. Their business must steadily decline, because the younger element and the progressive, alert men and women are being won by the merchants whose modern methods and stock make an appeal to this class of people.

Advertising should be a part of the general policy of a

modern business and should not be considered apart — as something to be done because the other fellow does it — as an expense or a "necessary evil." Advertising properly handled is not an expense. Take the instance of a merchant tailor who was making ten suits a week, upon which he averaged a net profit of $5 a suit. He became interested

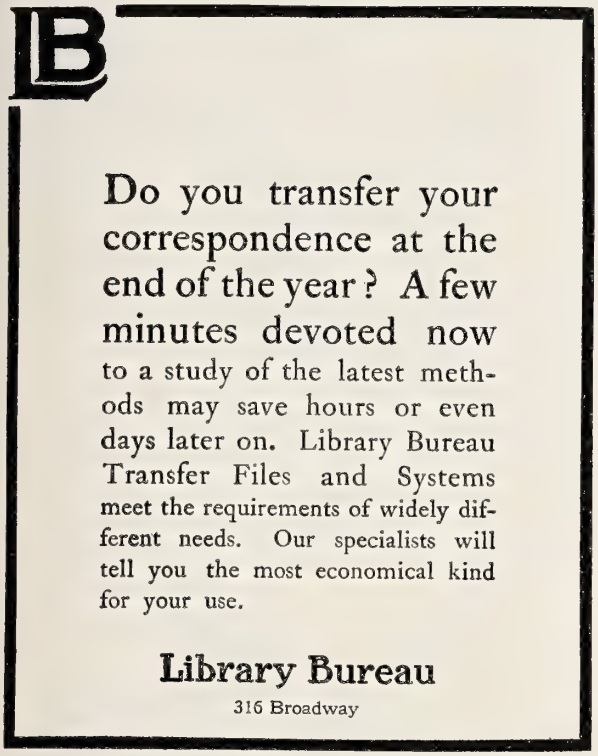


Fig. 1.— An example of local general advertising. Note the effective use of the margin.

in advertising through one of the local advertising men in his city, and decided to spend $2 a suit out of his profits for a carefully laid out plan. At the end of a year he found that he was making an average of twenty-five suits a week, and had reduced his advertising expenidture to the rate of $1 a suit. He was thus making $100 a week, or just double his profits of the year before. He did raise the price of his garments to his customers — in fact, if anything, he was in a position to offer them a better service because he bought his materials in much larger quantities and was naturally able to secure better terms and carry greater assortments.

It will be understood that results could not be so clearly defined where the business was larger and more complex, but the principle is the same. Advertising properly done is not an expense, but one of the cheapest forms of selling known to the business world. Against this it is only fair to say that advertising poorly done is very likely to become an expense, and a most unsatisfactory one at that.

DISPLAY.

A good advertisement will do three things. It will attract attention, arouse interest, and create desire to the buying point. It will readily be seen that to accomplish the latter two, it must accomplish the first. So then, if not our principal consideration, surely our first one is to make the advertisement seen, and to do this we must understand the principles of display. The reader whose attention we want is looking over the paper or magazine, not to read advertisements especially, and very certainly not to read ours in particular. News, special articles, pictures, and other advertisements claim his attention.

Nearly all advertisements are printed in one color of ink — black — and this limits the variations of our tone effects to varying degrees of light and shade. The extreme light is secured by blank space; the extreme dark, by the heavy black display type; the medium tones, by the lighter faced type used for the body or text of advertisement.

The use of borders is generally recommended, for they bind the advertisement together, and, moreover, serve to set it out from the matter surrounding it on the page. What is called brass rule, which gives the plain, unbroken effect shown in the border in Fig. 1, is in most common use, in different widths and with square and round corners. There are also many pleasing effects to be found in designed borders. In planning the tone effect of the advertisement, the border must be taken into consideration, running from the dark of the brass rule to the lighter tones of the designed borders.

The Library Bureau advertisement (Fig. 1) is well balanced in tone effect, and the peculiar arrangement of white space, or margin as it should be called, makes it prominent on the newspaper page and insures its being read by the greatest number of people, because the general appearance of the advertisement is open and inviting to the eye. The extreme black of the border contrasts with the white and makes both stronger.

The advertisement of Theodore A. Kohn & Son (Fig. 2) is in excellent taste, except for one glaring fault: the size of the firm's name and address is much too large for the space occupied. It breaks the marginal effect in the lower portion, and at once robs the advertisement of that eye-compelling balance and symmetry which can always be secured by the careful arrangement of light and shade. How much stronger this lower display would have been, reduced to a measure slightly narrower than that in which the text of the advertisement was set!

In further consideration of this advertisement it should be said that the border is quite in keeping with the class of goods advertised. For jewelry, fine china, objects of art — in fact, in all articles appealing to the finer senses — the border, as well as the general tone of the advertisement, should reflect the nature of the article. And just as grace, beauty and refinement should be suggested in the cases just shown, so should strength and reliability be denoted in bank and investment advertising. As far as possible the appear-

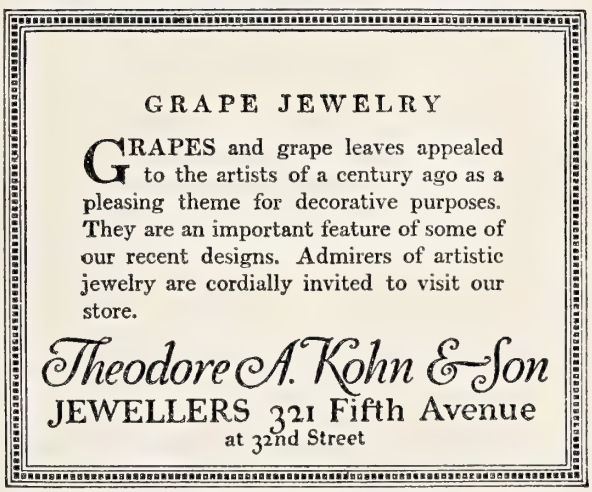


Fig. 2.— Another example of local general advertising. See text-matter for comment on this advertisement.

ance of the advertisement should be designed to suggest the predominating attributes of that which is being sold. It will manifestly be impossible to vary every advertisement, but once this general principle is firmly grasped the student will not go far amiss.

The advertisement of Theodore B. Starr, Incorporated (Fig. 3), shows a much better balance than we found in Fig. 2, and the border is also in keeping with the goods advertised. It will be seen that in these three advertise-

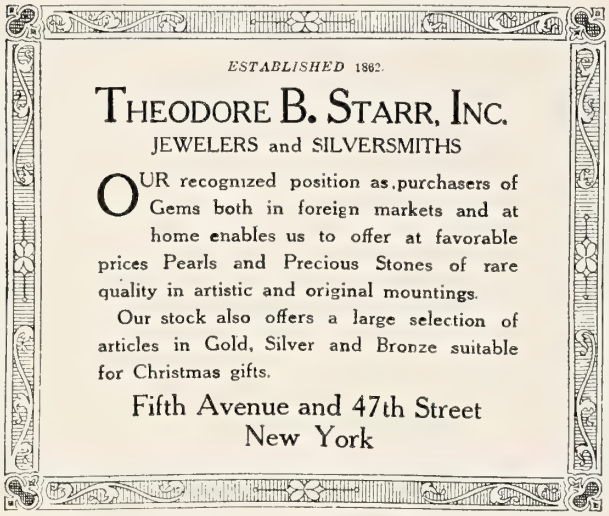


FIG. 3.— Here the advertiser has used his firm name for a heading. Except in large department-store advertisements this is not a good policy.

ments the arrangement of light and shade has been made so as to give unity and consistency to the effect as a whole.

While the border must not be considered apart, still its special province is to separate the advertisement from the other matter around it; the special work of the margin is to strengthen the displayed lines and separate the text from the border. The displayed lines are mainly used to attract the eye and arouse the first interest, while the text of advertisement is depended upon to tell the story of the goods and further strengthen desire to the buying point. Aim to keep in mind these functions as far as possible. Test each part of the advertisement to see that it does its share of the work and, what is just as important, does not interfere with any other part doing its work.

Before sending an advertisement to a publication or the printer it is always best to take a soft pencil with a thick lead and make a rough-tone sketch, as shown in Fig. 8. The very black lines represent the deep shades of the display lines and borders — providing a heavy border is used; and lighter portions represent the lighter tones of the text-matter. By carefully following what has been said here of display the student should shortly find himself master of what is very often the stumbling-block to the beginner, the proper typographical balance of the advertisement.

THE HEADING.

While the " copy " or text-matter is often called the soul of the advertisement, the heading or display is the connecting link between it and the public. If the public is not attracted by the heading, the chances are against its reading anything that follows. Therefore the function of the heading is to attract attention; but this must be done in a way that will interest the reader in the goods to be sold. The greatest fault with the ordinary heading to-day is that if it arouses curiosity at all it is idle curiosity. A good heading will always bring to the mind of the person reading it some laudable reasons for going further into the advertisement. For example, in Fig. 6 the heading, "Are You Going," does not make any concrete suggestion, and no one would read further excepting from idle curiosity. In Fig. 7 the heading, " Save Money on Your Winter Coal," at once visualizes a complete thought, and no coal-buyer will resist the temptation to read on and learn how he can save on his coal bill.

Good newspaper-headline writers are in great demand if they have the ability to put the gist of news into a few well-chosen words, short, snappy and to the point. The student will find it good practice to study the headings in his newspaper, endeavoring to improve them whenever he sees a chance. There is a marked similarity between the heading of the news-column and the heading of the advertisement. Both, to be successful, must gain attention and must give a very good idea of what is to follow.

Headings may be divided into three classes: the direct command, the question, and the descriptive.

The direct command is what its name implies, a command, as: " Buy Now and Save Money," " Make This a Silver Christmas," etc. Properly used this form of heading is probably the strongest of the three, though it can be easily overdone. It is not difficult to rub against the reader's " contrary streak " unless the command is handled very

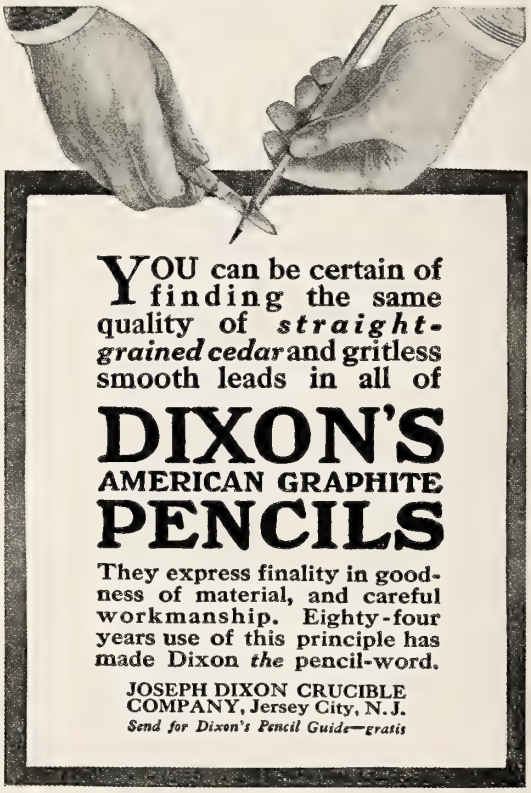


FIG. 4.— A very interesting example of national general-store advertising. Here the reader is supposed to buy the pencils from his local dealer. Note the border and margin effect.

tactfully, and it is much better to make your error on the safe side rather than run the risk of offending. It is generally understood that this form of heading is the most dangerous in the hands of the novice, but all trouble can be avoided by this simple little test — never use a command for a heading that you would not feel quite willing to speak to a customer across the counter.

The question heading is the interrogative form of the command, as: "Why Not Make This a Silver Christmas?" "Do You Want an Accurate Watch?" etc. It can often be



FIG. 5.— An example of national mail-order advertising. The reader is asked to deal directly with the advertiser. Note the heading, which indicates at a glance the contents of the advertisement.

used to modify the harshness of a command, and though it is the least used, there are many times when it can be brought in with great effectiveness.

The descriptive heading must either name that which is advertised, or make some statement intimately connected with it, or convey some idea reasonably certain to attract the favorable attention of those to whom the advertisement is written.

This last definition should be very carefully studied. It may be a little perplexing at first to understand all that it involves, but it will be worth while to give it considerable thought.

It may be well to say here that the object of this course is to teach the student advertising step by step, and give

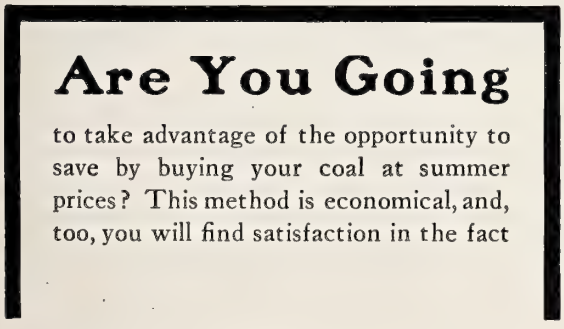


FIG. 6.

him tests to prove his work as he advances. This will not only insure his grasping the principles, but it will prove to himself that he has grasped them. It will give him confidence — which is, perhaps, the most valuable asset a man can have in any field of endeavor.

The test for a heading is: Can you answer for it in the affirmative to either of these two questions: 1. Does it mention the name of that which is advertised? 2. Does it express to the reader a thought intimately connected with that which is advertised, or its use, or with what will result from its use? Let us test the heading in Fig. 6, "Are You Going." It does not convey the slightest impression of coal, or the use of coal, or the comfort of heat, or the satisfaction of buying coal cheaply, and, therefore, it is not a good heading. Test the heading in Fig. 7, "Save Money on Your Winter Coal." This not only names that which is advertised, but it also expresses a thought in connection with it.

QUESTIONS.

1. Into what two general classes may advertising be divided? (b) What are the subdivisions of these classes?
2. Clip from a newspaper or a magazine examples of each subdivision of the two general classes.
3. Why is display important?
4. What tone effects may be secured in one-color advertisement?
5. Clip from a newspaper three advertisements that



FIG. 7.

you think are well displayed, and three that you think are poorly displayed, and give your reasons in each case.

6. With a soft pencil, draw two sketches for tone effects showing your idea of proper display.
7. What is the junction of the heading?
8. What are the three classes under which all headings should come?
9. Clip from a newspaper four advertisements with good headings, and four with poor headings, giving your reasons for the selection of the poor headlines.
10. Rewrite and improve headings selected in answer to question 9.

NOTE.— Whether or not you decide to enroll with the Massachusetts School of Advertising for correction of your work and supplementary instruction, you will miss much of the benefit of this course if you do not put your answers to the questions on paper. The very act of writing them will stamp them more firmly upon your memory, and will force you to bring your ideas into a far more definite shape than by trying to answer the question mentally.

AN INGENIOUS ENVELOPE.

Two house decorators of Cardiff [England] have applied for a patent for an ingenious envelope, which, it is claimed, can not be steamed open without detection. The envelope has rows of perforations on the gummed part of the flap, which is further provided with serrated edges, the idea being that in steaming and forcing the flap the perforation will be destroyed in such a manner that it can not be placed back without detection.— *Stationery World.*

CIVILIZATION is coördinated individualism; and coördination is simply helping yourself by the policy of helping others.— *The Fra.*

Artificial Illumination of Print Shops

BY ROSCOE SCOTT,
Illuminating engineer, with National Electric Lamp Association.

PART I.

IN addressing an audience of printers through the columns of their trade-paper, an illuminating engineer is justified in feeling that his remarks will be more fully appreciated than they would be were he to address a representative group of printers *en masse*. In the latter case there would be a personal communication and adjustment between the speaker and his hearers, to be sure, which can only exist where men see "eye to eye"; but, to offset this, there might be some in the audience who considered themselves so thoroughly informed on the particular subject that no amount of talking could benefit them; there would probably be at least one man to whom "printing is printing," and who could not for the life of him see why a busy printer should bother his head about lighting; there would be others — hard-working superintendents and foremen — who were really desirous of having their shops well lighted, but who were so overladen with rush jobs and shop routine that they had not a minute to devote to putting their lighting theories into practice; and finally the most earnest seekers after information would in time forget practically all of the spoken utterances, having no visible record for reference. The man who reads an article in his trade-paper, however, is an ideal listener, and accordingly I may consider that I am addressing a picked body of printers, all of whom are conscious of the benefits to be gained by studying the illumination requirements of print-shops, and all of whom are in a position to make practical application of such a study.

In these articles we shall confine our attention to shops in which electricity is the illuminant. These will include the majority of modern establishments, since for several reasons electricity receives preference, under average conditions, over its competitors. Merely to mention a few of these reasons, there is the comparatively low cost of electric energy in most shops, owing to its use on a large scale for motor drives and miscellaneous purposes. The greater the consumption of electric current, as a rule, the lower is the rate charged per unit — that is, the charges are often based on a "sliding scale." In a Pittsburgh newspaper plant recently constructed the matrix-driers are electrically heated, with a considerable saving of time. Then the heat and inconvenience of gaseous illuminants militate in favor of electricity, as does the hazard created by the presence of unnecessary flames, in places where benzin and other inflammable liquids are present. Any opposing considerations in special cases must be very strong to outweigh those favoring the use of electric light.

From an illuminating standpoint, the operations performed in a printing establishment fall under two broad headings: work that requires careful color discrimination, and work that does not. We may consider these in order, taking up first the lighting problems of printing in colors.

PRINTING IN COLORS.

Why is it that daylight, as distinguished from all artificial lights now in general commercial use, is so much better adapted for the matching and comparison of colors? Why is it, for example, that two blues of noticeably different hue in daylight may appear practically identical when viewed by lamplight? Or that a press proof may appear to be an exact match for the engraver's color proof, if pulled at night, while daylight gives it the lie? These phenomena can be explained only by the fact that the color of the artificial light differs in quality from daylight. Color, to the physicist, is merely a matter of wave-lengths, and he can take a beam of light, break it up into its component wave-lengths by passing it through a prism, analyze it by spectrophotometric methods, and finally plot his results on paper as a curve that will be a mathematically *exact definition* of the color make-up of that particular beam of light (within the limits of experimental error, usually very small).

Physicists have plotted in this way a curve that puts on record definitely the color make-up of "average daylight" as determined by many observers; and "average daylight" is the true white light that we like to have at our disposal when we are critically examining a color proof. It has been defined as the average color of clear, noon summer

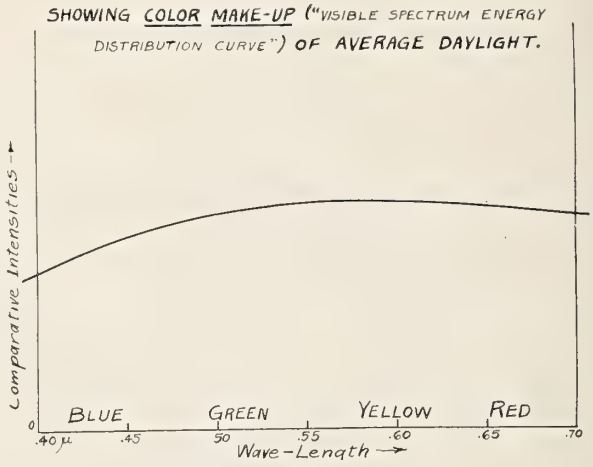


FIG. 1.— The color quality of any light can be defined by a curve, as shown above.

sunlight in temperate latitudes. The curve defining this white light is shown, as a matter of interest, in Fig. 1. It can not be too strongly emphasized that this curve represents, not some rule-of-thumb test of color, but an exact method of testing and defining the color quality of light, independent of eccentricities of the human eye.

Any light that has the same, or to a sufficiently close approximation the same, color make-up as average daylight, providing of course it is not too expensive to operate, will

be a practical light for the printer to mix his inks by. Obviously the aim of the manufacturer or inventor who would evolve a lamp or lighting system for this service must be to perfect such an illuminant that its light, when analyzed by the physicist, will exhibit a color make-up curve very closely approximating that of average daylight, as shown in Fig. 1. If we can reproduce this curve com-

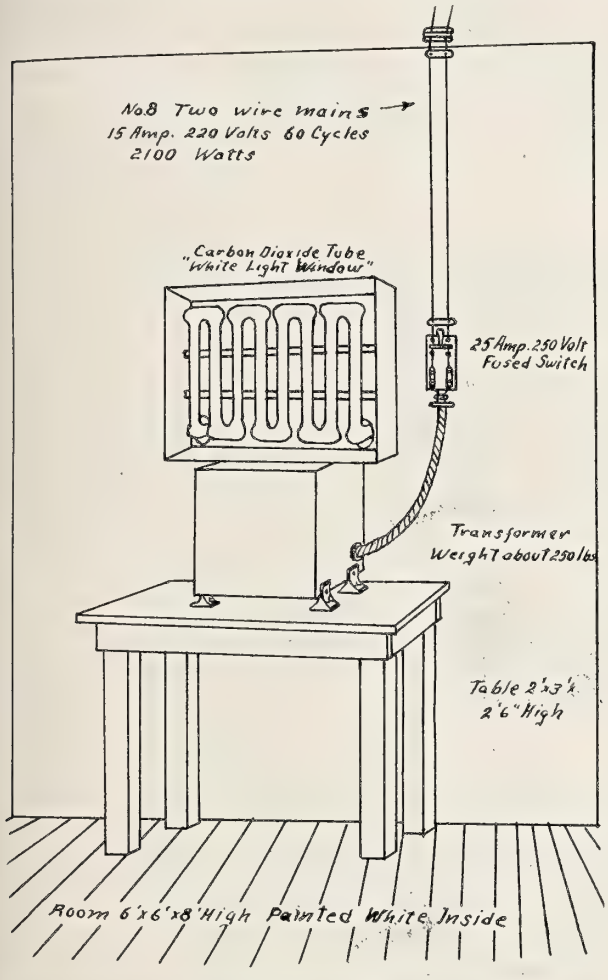


FIG. 2.— Showing the manner in which the Moore carbon dioxid tube is installed for color-matching.

mercially, *we can manufacture light of daylight color.* All colors when seen by this artificial light will then appear the same as if they were illuminated with equal brightness by daylight itself. The manufactured light will have all the properties of daylight, so far as color is concerned.

It may be stated that this is a very old problem, yet an exact commercial duplication of daylight has never been made. It is not even a "lost art." None of the common forms of electric arc, incandescent or gas lamps conforms by a "long chalk" to the ideal white light as above defined, and this is very readily realized when we see them burning in the daytime, and contrast the yellowish or bluish color of their light with the clear white of the sun's rays. For the most part, the color make-up curves of these lamps, if plotted, would show too high an intensity at the red, and too low an intensity at the blue end of the spectrum, although certain types of arcs would show up very strongly in the green. There are, however, two or three commercial forms of illuminant now on the market that show very fairly close agreement with the daylight curve, and there are others, still in the experimental stage, that show far closer agreement. It is in these illuminants that the big commercial printer, who is ever looking ahead for means to increase the usefulness and size of his night shifts, will be most interested. Knowledge of such illuminants should also be possessed by the managers, superintendents and employees of establishments specializing in fine color-printing, and by the publishers of the big national weeklies, fortnightlies and monthlies, who have dreamed, perhaps, but never actually had hopes, of being able to operate successfully a night shift on colorwork, thus reducing the cost of production without sacrificing the quality on which every first-class printer prides himself. Thanks to the progress of invention, these dreams may in the near future come true in commercial practice. Let us consider broadly some of the lights that give the closest approach to daylight-color value.

1. The "intensified arc" lamp is a specially designed enclosed arc with carbon pencils smaller in diameter than those ordinarily employed. As the carbons are so thin, they are heated to an exceptionally high temperature, and the resultant light is nearly white, although not quite so rich in the blue as to be the equivalent of average daylight.

2. An even more satisfactory light from the color standpoint is that given by the Moore carbon dioxid tube, a glass tube many feet long, from which the air has been exhausted and replaced by carbon dioxid gas at very low pressure, this gas becoming luminous and emitting a white light when electricity is discharged through it at high tension. Small Moore tubes are commercially obtainable in the form of "daylight windows" (see Fig. 2) specially designed for the inspection of colored samples or proofs. Even the light of the Moore carbon dioxid tube, however, is only a fair approximation to daylight as regards color, being disproportionately rich in the blue end of the spectrum. What we need, in fact, is a sort of "happy medium" between the intensified arc and the Moore tube.

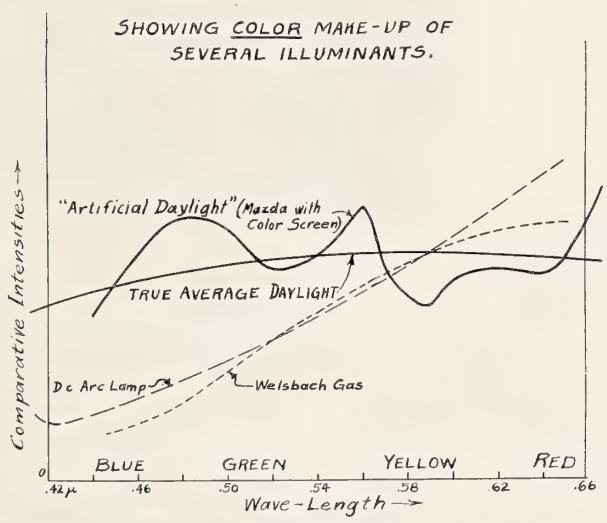


FIG. 3.— The crooked curve (artificial daylight) is that given by the "daylight window," shown in Fig. 4.

3. In the physical-research laboratory of the National Electric Lamp Association, of Cleveland, it has been found possible, by letting the light from a Mazda incandescent lamp pass through a specially prepared "color screen" made of colored glasses and one or more organic dyes, to produce a light which, so far as color is concerned, is a practical duplication of average daylight. The screen cuts off the excess of red, orange and yellow rays. The light appears white, and causes all colored objects to assume their daylight appearance — the ultimate test of its commercial suitability. Fig. 3 shows the curve giving the

color make-up of this "artificial daylight," and, as will be noted, it hugs the curve for real daylight, crossing and recrossing the latter at five different points. This discovery is the culmination of several years of research by prominent scientists on the quality of light.

As the necessary instruments for making an accurate color analysis of light, and the knowledge of how properly to interpret the results thus obtained, are found only in well-equipped physical-research laboratories, the experienced physicist is the only man who can tell us with assurance what lights most nearly resemble daylight.

4. In the laboratory just mentioned an experimental "daylight window" has been constructed, consisting of a tin box, 16 by 12 by 20 inches, holding six 60-watt bowl-frosted Mazda lamps. The bottom of the box (16 by 20 inches) consists of the translucent color screen, which is roughed in order to diffuse the light. The whole box rests upon legs 15 inches high. The colored samples to be examined are placed underneath, where they are strongly illuminated with a steady downward light that reveals every hue and tint in its daylight appearance. Such windows, representing the utmost that has been accomplished to date in simulating sunlight, are not as yet obtainable commercially so far as the writer is aware, but some commercial modification thereof (see Fig. 4), employing incandescent lamps with a scientifically designed color screen, will undoubtedly be available before long. Windows of this type possess the advantages of low cost and quick replaceability of parts in comparison with those of the carbon dioxid tube type, besides being more reliable from the color standpoint and consuming less current.

The carbon dioxid tube "white-light windows" cost in the neighborhood of $175 each, while the incandescent "daylight windows" will probably be put on the market at but a fraction of that figure. One must admit, however, that $175 is by no means an excessive investment to make in a color-matching light, if that light really possesses daylight-color quality. A prominent Cleveland expert on three-color printing recently said to the writer, "I believe that the more progressive firms in this business are only awaiting the perfection of 'artificial daylight' to have much of their work done at night, as is the practice in nearly every other large industry. While no sane color printer at the present time will operate a night shift on important jobs, we all realize what it would mean if we could do so, especially on stormy days and on the short winter afternoons, when it sometimes gets too dark for color-matching by 3:30 or 4 P.M."

Other experimenters are working on a bluish "dip" or coating which may be applied to Mazda lamp bulbs, the purpose being so to modify the color of the light that it may be used for all purposes of color comparison. Promising work is being done, and it is quite likely that in the near future a permanent, nonsoluble, abrasion-withstanding dip may be evolved, thus enabling the printer to illuminate his color proofs at night with "daylight" incandescent lamps, with perfect certainty that the colored runs will look the same at noon on the morrow as they do when inspected at midnight, even if so critical a person as the customer is invited to be judge.



FIG. 4.— This shows a tentative modification of the laboratory daylight window herein described, using Mazda lamps with a color screen, which give a practical reproduction of daylight color quality. In the illustration a color proof is being examined by this light in a dark room.

The situation as regards the illumination of color jobs may be summarized as follows:

1. When possible all color matching and inspection should be done in the daytime, preferably near large unobstructed north windows. The direct light of the sun when it is low in the sky should be avoided, as it has a reddish tinge.

2. If it is at times absolutely necessary to do important colorwork at night, the intensified arc or the Moore carbon dioxid tube may be used; but in deciding whether or

not it is worth while to invest in such expensive equipment it should be borne in mind that these give by no means the closest approximation to daylight color that can now be obtained artificially in the laboratory.

3. Color-jobs, if simple and not of a too delicate nature (blues are particularly trying), may be done at night by the light of regular commercial Mazda incandescent lamps, assuming that these are used to illuminate the shop. Their light is more nearly white than that of any other form of incandescent electric lamp. So far as color is concerned — leaving out of account all considerations of cost, safety, convenience, steadiness, etc.— gas-mantle lamps and electric arc lamps may also be used for these nonexacting color-jobs.

4. As above hinted, the time is probably not far off when Mazda lamps can be commercially obtained with some device such as a "window" with color screen, or a dip, enabling them to be used successfully for the most difficult printing in colors, and this should mark a new era in the art. It is not to be expected, nor is it necessary, that the "artificial daylight" should be generated at such high efficiency that its use will be economical for the complete illumination of large rooms; the lighting of inspection tables or small "daylight rooms" is all that is contemplated along this line at present, and certainly represents a great advance over present practice.

(To be continued.)

"B. L. T." PICKUPS.

KICKED IT OVER.

Mr. Speaker Champ Clark, on account of his vote for the $75,000,000 a year pension grab, has put himself beyond the pail of presidential possibilities.— *Winchester (Tenn.) Herald.*

TRY SOME MORE OF THE PUNCH.

The Elks held their annual New Year's reception and ball yesterday at their hall. The big Elk head was covered with purple electric lights, and these were red and green.— *Mason City Times.*

WE FELL FOR THIS.

Ah, that I were only subtle!
For my verses then you'd fall.
Can't you tumble to my writing?
W. t. h. and d. i. all! — *D. W.*

COOL AND COLLECTED.

Mrs. Marquiss' dress was of white embroidered net with trimmings of cluny lace over white silk. Mr. Marquiss wore his usual smile.— *Platt County Republican.*

"PARTING IS SUCH SWEET SORROW."

A reception was held later, and as Governor Wilson spoke words of farewell to those with whom he had come into daily contact during the last four years he was seen many times to wipe away tears. Both Governor and Mrs. Wilson were much affected, and said it was one of the happiest events of their lives.— *Louisville Herald.*

WHAT'S THE IDEA?

Wanted — Clerk; pawnbroker; good, reliable man; no clothing.— *W. G. N.*

THE REWARD OF VIRTUE.

Extra Good Ladies' Woolen Hose, 3 pairs for $1.—*Sioux City News.*

OF SMILES?

The bride was beautifully dressed, silk veiling and wreathes.— *Wisdom (Mont.) Big Hole Breezes.*

ANOTHER MASTERPIECE OF PLAUSIBILITY.

We are likely from this time out to experience the regular winter round of snows, cold and thaws, which we shall have to take as it comes until spring arrives, sooner or later.— *Pittsburgh Dispatch.*

A PSALM OF LIFE.

Dark the days and damp and dreary,
In each life some rain must fall;
Wild the wind and never weary —
W t. h. and d. i. all!

CONTRIBUTORS' BLIND BOGEY.

Sir: Is the Press Club of Chicago a reliable concern? The day before Christmas I sent over four pairs of pants to be pressed, and I don't seem to be able to get them back. All I can get out of these people is, "Send over the coats and vests to match." I am a stranger in town, and would appreciate your advice. POETO BRITCHEZ.

ONE CAN'T BE TOO CAREFUL.

Last week's *Democrat* was in error in saying "Mrs. Margaret Ariens and baby" had arrived here for a visit, for Mrs. Ariens has no children, she having been a widow for about five years. We always regret when errors creep into the *Democrat* and are glad to correct them.— *Toledo (Ill.) Democrat.*

A DEFENSE OF THE MOTHER HUBBARD WRAPPER.

In yure Nov. 10 paper wich I all the time read you no speak pololei for holoku dress, wich is most best kostume for these climmates. please I askk you edit some nother articles which Show holoku dress more better than hubble skurt or Hairem panse wich is likapu perjammers only ladies ware them spose thare not beau leggid. X Roads editoryal speak no pololei when say holoku lazy Kostume. He's no lazy kostume, he's most best clothes for plenty hanahana all time and he's most best kostume for take a walk and keep cool.— *Letter to the Honolulu Crossroads of the Pacific.*

— *Line-o'-Type or Two, Chicago Tribune.*

ANTIQUITY OF THE ENGRAVER.

In reverence I hold the name Engraver. His forefathers back in the days of Exodus were directed: "Like a signet shalt thou engrave the stones with the names of the children of Israel." And all down through the centuries the niches in time and the winding paths of enrapturing history are impressed deeply with the incisions from which was first told the story of life.

Who antecedes the engraver? Not the printer. What will survive the images he has engraved in men's minds? Not anything, for they who would strive to blot them out would but perpetuate them by emphasis.

But in these modern days, our own days, in which you are forming your inscriptions which shall represent you to future generations and live as their harbinger, engrave your highest and best principles in your work, for only that which is elevating is a worthy handmaid to your art.

And whilst you are engraving your principles in the plates you produce, carve in everlastingly the price that is right for honor work, for the higher and better the principles you inscribe into your product and over your doors as a hallmark, the sooner it will fall into wreckage if the price be not there to sustain it.

Religion, morality and friendship are all wonderful conjurers, but, damn it, there's nothing beats the price.— *Silent Speaker.*

Ventilation of Composing Rooms

BY L. A. SCHMIDT.

IN presenting this article to the reader, the writer purposes to acquaint the printer — employer as well as employee — with a subject which, of all applied sciences, is understood probably the least by the average layman.

While no attempt can be made to give any definite rules which would be applicable to every case and condition, yet the derivation of the factors which govern respiration and ventilation will be treated thoroughly enough to enable the reader to appreciate the conditions which surround him, and to realize the danger to health which working in ill-ventilated rooms engenders.

The efficiency of a ventilating plant is not proven by the fact that an exhaust-fan, running at a certain speed and maintaining a certain suction, is taking out a stipulated amount of air in a given time. A fan may be exhausting far more air than the conditions actually require, without materially improving the quality of the air within the room. The question which a system in operation should solve is: How pure is the air at the breathing line, or what is the percentage of oxygen to the impurities of the air we are breathing?

The writer is not aware that any attempt ever has been made by ventilating-engineers to analyze the conditions of our modern composing-rooms, and devise means for supplying its occupants with the necessary quantity and quality of fresh air. And yet this is the most important point, and should in every case receive the foremost consideration when designing a ventilating system.

It appears that in the majority of cases the word ventilation conveys no other meaning than the carrying off of offensive odors and dust, as in sandpapering, buffing and grinding machines, while invisible and odorless gases are allowed to remain and play havoc with the health of people who are, oftentimes unknown to themselves, compelled to work and live in rooms containing these gases.

It is a deplorable fact that ventilation of composing-rooms has been treated by engineers in too much of a general way; it has either been considered analogous to the condition as existing in a dwelling or such as may be required for the ventilation of a restaurant-kitchen where a large canopy is built over the range on which steaks and chops are fried. This latter arrangement has actually been suggested to the writer to apply to a plant of twenty linotype machines.

The average layman, when feeling the draft or air-currents produced by open doors or windows or fans, considers his place well ventilated, yet their effect in ill-ventilated rooms is more harmful than the possible good and seeming comfort that can be derived from them by producing a cooling sensation, as strong air-currents will merely assist in the ready diffusion of the foul air with air which otherwise might still be good for respiration. On the other hand, this foul air, as long as undisturbed, would very likely occupy a region above the breathing line; it will, however, if given time, diffuse very thoroughly throughout the room and should, for this reason, be carried off very promptly.

How often do we hear compositors and operators complain that, after a few hours of work, they feel drowsy and sleepy, when in the morning they were full of vigor. Everybody has experienced the exhilarating sensation when the lungs involuntarily expand the chest and fill themselves with fresh air the moment he steps through the door of a stuffy room into the open air. It is the lack of oxygen and the substitution thereof by a gas called carbonic acid which produces this sluggishness, and ventilation has for its object the proper balancing of these elements and keeping the air in the room at as nearly the same standard of purity as possible.

Carbonic-acid gas is colorless and odorless; it is not considered a poison in the strict sense of the word, and its existence in a room can easily be denied; but the effect it has on the physical condition of its occupants is undeniable.

Thomas Stevenson, M. D., lecturer on chemistry, London, states, under "Poisons," in Encyclopædia Britannica: "Carbonic acid is . . . totally irrespirable when pure, and is fatal when present in large quantities in respired air, . . . and constitutes the deadly afterdamp in coal mines. Persons exposed to an atmosphere partially composed of this gas, but not long enough to produce fatal results, are affected with stertorous breathing, oppression, flushed face, prominent eyes, swollen tongue and feeble pulse."

This gas, when considered alone, is heavier than air, having a specific gravity of 1.52 at 32° F., air taken as 1; or, expressed in a different way, carbonic acid is 1.52 times as heavy as air, both at 32° F. However, when this carbonic acid is contained in air as exhaled by the lungs at a temperature of 95° F. and saturated with moisture, it is about two per cent lighter than the surrounding air and will consequently rise, contrary to the prevailing idea that this air will sink to the floor line. To further dispel this erroneous idea, we have but to remember that oxygen, the main constituent of air, has a specific gravity of 1.1, and yet nobody ever thinks of oxygen lying in the lower strata of a room.

In the case of carbonic acid and other products of combustion issuing from the combustion chamber of a machine, we are still more fortunate. These gases and fumes leave the melting-pot at a temperature of 550° F., and, being warmer than the surrounding air and consequently weighing less, will rise to the ceiling before any appreciable diffusion with the surrounding air can take place.

Numerous tests have shown that the temperature of the air near a twelve-foot ceiling, and directly above the metal-pot, varies between 95° F. and 112° F., while the temperature of the air at the breathing line was never any higher than 82° F. If, however, this vitiated air, no matter what its temperature may be, is not taken off promptly, it will gradually mix with the other air, and by displacing oxygen, cause a deficiency of this latter gas, thus rendering the air unfit for respiration.

Several States have passed laws requiring a certain

standard of purity for schoolrooms, and the time is not far distant when a minimum standard will be required for all workshops. As it is to-day, the installing of ventilating plants, wherever they do exist, is left entirely to the discretion of the ventilating engineer, who, not being familiar with the true conditions, does the best he can; and State factory inspectors can only be expected to use their human judgment in passing or rejecting such installation.

While it is a comparatively easy matter to design a ventilating apparatus which will take out and introduce the amount of air required for each person in a given time, and to demonstrate that the apparatus, after it has been installed, actually does carry off this amount, yet the question of whether or not the pure incoming air passes through the breathing line is still disputable, and for this reason the disposition and proper proportioning of the intake openings for the flues, as well as the exact location of the openings for the entering air, are the most important and determining factors for the proper distribution of the fresh-air supply.

The requirements of our modern composing-rooms, with the indiscriminate use of benzin and gasoline, which, of course, by evaporation foul the air, to say nothing of the products of combustion in linotype machines, monotype and other typecasting devices, can best be appreciated by one who is thoroughly familiar with composing-room conditions and is conversant with the facilities and difficulties which such installations necessarily entail.

While the installation of expensive air-washing, air-cooling and humidifying apparatus is not advocated, yet a close approximation of the air in our composing-rooms to the air we breathe in the streets of a crowded city would be a vast improvement and a big step in the direction of sanitary conditions in print-shops.

The factors which govern the design of ventilating apparatus are: First, to determine to what extent the air in the room is contaminated by the machines and the air respired by the workmen; next, to devise means for expelling this vitiated air; and, finally, to impel a sufficient amount of pure air without creating sensible drafts and air-currents.

The following table shows a comparison in percentage of volume between the constituents of pure air and air as respired by the average adult under normal conditions:

	Pure Air.	Respired Air.
Oxygen (O)	20.26	16
Nitrogen (N_2)	78.00	75
Moisture (H_2O)	1.70	5
Carbonic acid (CO_2)	.04	4

Other impurities may be found in small quantities, but these can be neglected for ventilating purposes. The Encyclopædia Britannica, under "Respiration," states:

"Respiration may be defined as the aggregate of those processes which are concerned in the introduction of oxygen into the system and the escape of carbonic dioxid (carbonic-acid gas) from it."

From the above table it will be seen that the volume of oxygen in respired air has decreased one-fifth, and the carbonic acid has increased one hundred times its former volume in pure air.

Standards for ventilation are generally expressed in so many cubic feet of carbonic acid in 10,000 cubic feet of air, as 8 CO_2 in 10,000 or 10 CO_2 in 10,000, etc. The present standard of purity for workshops is from 8 to 10 parts of CO_2 in 10,000 of air; unpleasant sensations are not experienced till the amount of CO_2 in 10,000 reaches 15. If we accept 8 in 10,000 as the standard for our calculations we have still quite a margin of safety to allow for a lower efficiency of the ventilating plant on account of disturbing drafts and air-currents.

It is estimated that the average adult requires about 576 cubic inches or ⅓ cubic foot of air per minute for respiration. This equals 20 cubic feet of air per hour, and when respired contains according to above table four per cent or 0.8 cubic foot of carbonic acid. If we are to maintain our standard of purity of 8 in 10,000 we will have to dilute this exhaled air with 2,000 cubic feet of pure air per hour, which contains 0.8 cubic foot of CO_2; added to this 0.8 cubic foot of CO_2 as exhaled by one person per hour we have 1.6 CO_2 in 2,000, which is equivalent to 8 in 10,000.

Considering the conditions we would encounter in a small room of 20 by 40 feet with a 10-foot ceiling — there are no typecasting machines of any kind in this room — by applying the figures as above, and assuming that a force of ten men is employed, we will have to supply each one with 2,000 cubic feet of fresh air per hour or 20,000 cubic feet for ten men, and, as the cubical contents of the room are but $20 \times 40 \times 10 = 8{,}000$ cubic feet, the air will have to be changed $20{,}000 \div 8{,}000 = 2.5$ times per hour. If this force works nights, and gas is used for lighting purposes, the demand on the fresh-air supply increases very rapidly. Each burner consumes about four cubic feet of gas per hour, and, as there very likely are twelve flames burning, we have a gas consumption of forty-eight cubic feet per hour. The product of combustion (mostly carbonic-acid gas) of one cubic foot of illuminating gas contaminates the air to the same extent as one person, and our fresh-air supply now assumes quite a different aspect. Where before we needed $10 \times 2{,}000$, we now have to have $58 \times 2{,}000 = 116{,}000$ cubic feet of fresh air per hour; the changes of air in the room must now be increased to $116{,}000 \div 8{,}000 = 14.5$.

If the room were originally intended for a print-shop of the capacity as assumed above, adequate provisions for a sufficient air supply were very likely made, but as is often the case when the rooms were designed for living purposes and, by taking out a partition wall, were converted into a print-shop, the capacity of the vent flues will not afford a change of air for more than ten people. This alone should be a very strong argument in favor of electric light. However, where the conditions do not permit of any other arrangement, very effective ventilation can be secured by an inexpensive window attachment, as shown by the section of a window in Fig. 1.

This is a partial double-window arrangement for the upper sash only. The outer pane is fastened to the window-casing in such a manner as to leave an air-space of about two inches between it and the pane of the upper sash; this latter may then be lowered and the fresh air, which takes the direction of the arrow, enters the room through this space. There is no draft, and the temperature of the room even on cold days is not perceptibly lowered by the incoming cold air.

This of itself is sufficient for ventilation, but in very acute cases may be augmented by a small exhaust-fan set either in the wall or in the upper part of a window.

In the cases cited the conditions were such that the contaminated air had to diffuse over the entire room, and consequently a large amount of air had to be impelled and expelled respectively.

When linotype or other typecasting machines are in a room having no provision for localizing the contamination of the air, the ratio of the impure to the available amount of good air rises to an alarming proportion.

Again, taking the room as above but adding two linotype machines to our equipment, which consume 26 cubic feet of gas per hour (13 cubic feet per machine), we now have to

increase our former air supply by $26 \times 2{,}000 = 52{,}000$ cubic feet, making a grand total of $116{,}000 + 52{,}000 = 168{,}000$ cubic feet of air to be renewed, and again dividing this by the cubical contents of the room we must have twenty-one air changes per hour, or one complete change every three minutes, in order to insure a suitable quantity of air which could be considered good for respiration, and even this air will still contain again as much carbonic acid as pure country air. Even when eliminating the quantity of carbonic-acid gas which twelve gas-flames produce we would still have to introduce 72,000 cubic feet of air per hour, or, which means the same, we must change the air of the room of a size as assumed above nine times per hour. The enormity of these figures seems appalling, and were it not for the fact that windows, doors, and even brick walls permit a continuous change of air, it would be impossible for workmen to occupy such a room for any length of time.

These natural changes of air are very uncertain, and should not be considered a factor when designing ventilating apparatus.

Where machines are in use which consume gas for heating purposes in large quantities, as linotype and monotype machines, mechanical ventilation should always be resorted to, the design of which should be such as to localize the contamination of the air, taking the impurities off before they have an opportunity to diffuse. Means to accomplish this have been suggested from time to time, and installations have been made without, however, producing a satisfactory result in every direction.

There is, first of all, the time-honored two-inch galvanized iron pipe, terminating at its lower end in a small funnel, which is practically a continuation of the hot-air discharge opening of the melting-pot. Its upper end opens into an eight-inch horizontal duct, which discharges either into a flue or passes through a window or wall directly into the open air. Its exhausting qualities depend not only upon the difference of the temperature between the hot gases issuing from the machine and the temperature of the external air, but also upon the direction of the wind and the atmospheric conditions in general; at times it will exhaust so strongly that an excessive amount of air rushes through the combustion chamber of the pot, with a corresponding excessive amount of gas consumption. Very often the draft is so strong that it extinguishes the flame entirely; in most cases this means the increasing of the gas pressure at the burner to meet the pressure at the base of the burner caused by the strong exhaust from above. Then again there is no draft at all, and the heavy gases obstruct the duct which the hot air from the pot will have to penetrate;

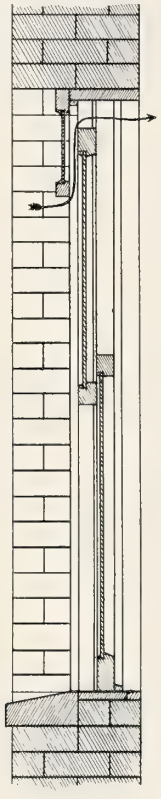


FIG. 1.— Outside wind deflector for upper sash of window.



FIG. 2.— Method of expelling foul air by indirect-exhaust system.

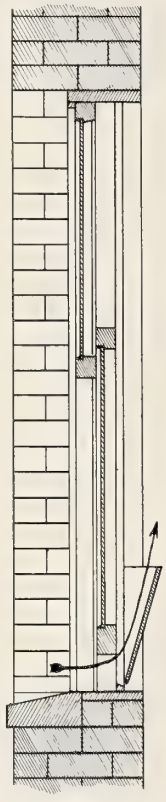


FIG. 3.— Inside wind deflector for lower sash of window.

the result is an imperfect combustion of the gas which will cause the formation of acetylene (C_2H_2), which is also formed by the flame burning in the "mixer"; it is produced in large quantities by a gas flame passing along a cold surface, as in the case when the gas-burners under the melting-pot are lit in the morning. This gas is a strong poison, reacting on the blood; it is easily recognized by its pungent odor and its tendency to induce coughing; it burns with a smoking yellow flame.

In some plants an exhaust-fan has been used in connection with the duct, which will produce a more even draft; but, after all, it is a draft, and even stronger than if produced by atmospheric conditions. And now, what can be gained by this system of piping? We are enabled to carry off about sixty to seventy-five per cent of the products of combustion; the balance of this and fumes arising from the pot and molten metal are not taken care of; neither can any general ventilation be produced to remove the respired air of the men and the vapors of benzin and gasoline. The

radiation of heat from the pipes on hot summer days is another objectionable feature. Expressed in figures in conformity with our former calculation, it has reduced the amount of air to be supplied by about thirty-six thousand cubic feet per hour.

Another system is simply to install an exhaust-fan at some point in the wall and discharge into the open air. This system presumes to carry off the noxious gases as well as provide general ventilation. It must be reasonably assumed, however, that a large amount of the gases arising from the melting-pot must pass through the breathing line before it can reach the zone of influence of the fan. For this reason the plan is not recommendable.

Still another system has been proposed, providing for an exhaust-fan with ducts and branches having openings both at floor and ceiling line. This plan seems to be less satisfactory than any, as at least one-half of the gases from the pot must pass through the breathing line in order to reach the lower intakes.

Within the last few years composing-rooms in new buildings have been provided with a double or false ceiling, utilizing the space between ceiling and floor above as a sort of duct, from whence the foul air is exhausted by means of strong fans. The principle of this system is very good, and if the execution is properly carried out should prove very effective; that is, if a sufficient number of intakes are provided, well-proportioned, and equipped with sliding dampers, so that each opening will take its proper share of the work, as otherwise the foul air will diffuse. This is especially true of low ceilings of about ten or twelve feet. The number of intake openings may well be decreased as the height of the ceiling increases. It is, of course, understood that the total amount of air to be taken out should in every case remain the same.

THE SYSTEM RECOMMENDED.

A good ventilation of linotype plants, in rooms that are not provided with a double ceiling, can be secured by a system as illustrated in Fig. 2, which can also be used for carrying off gases originated in any other type of casting machine.

A bell-mouthed intake pipe, located directly above and in line with the metal-pot and fitted with a sliding damper, is joined to a horizontal duct fastened to the ceiling. Each machine has its separate intake; all intake pipes for a row of machines are joined to one general duct, which again opens into a main at the end of which is an exhaust-fan, driven by a motor or other suitable source of energy. Several rows of machines are treated in the same manner, all ducts opening into the same main.

As stated before, the air leaving the pot has a very high temperature as compared with the surrounding air and will rise by natural draft with a velocity of 250 feet per minute toward the bell-mouthed intake above, where it enters the current of air produced by the suction of the fan. It will readily be seen that the heated air arising from the pot must perform the same function as though it were rising up in a flue or stack, in which case it is spoken of as the "draft" of the flue, meaning that the air is drawn toward and into the intake opening of these ducts. These conditions are exactly duplicated on each machine; the cooler fresh air will travel toward the lighter rising air, and, since the temperature and velocity of the heated air is greatest near the pot, and the breathing line of the operator is at the same height, it follows that the exhaled air will pass right into the column of rising air, drawing with it the purer air, which will have to pass through the breathing line, bringing about the condition which we have tried to accomplish. The arrows in Fig. 2 show the course of the air, and will aid in a clearer understanding of the foregoing.

It is absolutely necessary that a sufficient amount of fresh air from the outside be admitted to compensate for the loss of air through the exhaust duct. One or more windows must therefore be raised and kept open at all times or as long as the exhaust-fan is in operation.

In order effectively to break up the air-currents entering the open windows, the latter are provided with an adjustable wind-shield or deflector fastened to the window-casing, as shown in Fig. 3. The effect of this arrangement is so absolute that a strong wind of 1,500 feet a minute

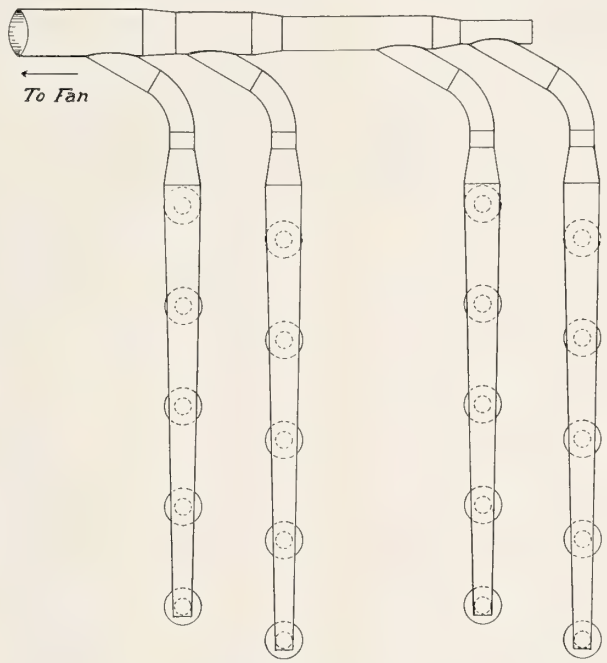


FIG. 4.—Arrangement of ducts for ventilating twenty (20) linotype machines by indirect-exhaust system.

blowing against the window will not be felt by a person standing within one foot of the deflector.

Data for laying out a system of this character for a plant of linotype machines are given in the following. When the size of the plant requires it, machines may be arranged in rows of five. The following may be taken as the basis for the designing of ventilating apparatus for plants of any size:

1. Velocity of hot air issuing from the pot in feet per minute..... 250
2. Effective area of discharge opening in square inches..... 3
3. Hence amount of air passing through combustion chamber of pot (product of area and velocity) in cubic feet per hour..... 312
4. This contains the products of combustion of 13 cubic feet of gas = carbonic acid in cubic feet..... 10.4
5. Four per cent diffusion allowed on account of disturbing air currents = carbonic acid in cubic feet per hour..... .41
6. Which requires pure air for dilution to maintain a standard of 8 CO_2 in 10,000 = cubic feet per hour.....1,033
7. One operator requires per hour, cubic feet.....2,000
8. Allowing one man for every two machines (machine tenders, foreman, bank boy, editors, etc.), air required per machine.....1,000

Total air to be exhausted through intake of duct, as per items under 3, 6, 7 and 8 = cubic feet per hour.....4,345

Or, in even numbers, in cubic feet per hour, a total of.....4,350

If an intake opening of 6 by 6 inches or 36 square inches is allowed for each machine, the velocity of the air entering the intake will be 280 feet per minute, or a little more than the velocity of the air issuing from the pot.

The cross-sectional area of the duct will have to be increased with each additional machine. An area of 6 by 6

inches for the first and 8 by 14 inches for the last machine is a fair allowance. The connection between the duct and the main is effected by a 10-inch round pipe, the area of which is less than the 8 by 14 inch duct, whereby the velocity of the air at that point is increased. The cross-sectional area of the main must also be increased as more ducts are joined to it. Starting with a 10-inch diameter at the branch farthest away from the fan we will have a diameter of 13 inches at the next duct or branch, 15 inches at the third and 17 inches at the fourth. This size is maintained till the fan is reached, unless other branches for general ventilation are added, in which case the pipe diameter must be increased accordingly. A plan of the general arrangement is shown in Fig. 4.

[Next month Mr. Schmidt will tell of the success which has attended the ventilating system here recommended, and which he recently installed in the plant of the Western Newspaper Union, Chicago.— EDITOR.]

AS TO ONE-CENT POSTAGE.

A scheme has been devised, obvious on its face, to create public sentiment for 1-cent postage, and over this, through raising the rate for second-class matter, to strike at all newspapers and periodicals. To offer the protest against increasing the second-class rate which has prevailed for over a quarter of a century, the 1-cent letter postage association, abundantly financed, is making a systematic effort to line up senators and representatives at Washington in a demand for a 2-cent rate bill.

It is the city that uses red stamps — not all its inhabitants, either, but the great offices that center in the city. A single large mail-order house or one of our great insurance companies will probably use more 2-cent stamps in a year than several rural counties. Government reports show that about sixty-three per cent of all letters are mailed from first-class postoffices, while the twelve largest cities alone mail thirty-five per cent. In contrast with this we have only 4.8 per cent mailed by rural routes in 1909. But if the farmer's share of first-class mail is small, his proportion of second-class mail is very large. With but twenty-two per cent of the population, the farmers on rural routes receive nearly thirty-three per cent of all the newspapers and periodicals sent through the mails. Penny postage would mean the foisting of a large part of the $60,000,000 deficit upon the village and country population. This would be injustice of the worst sort, and yet by retaining the present 2-cent rate injustice is done to no one. The large purchasers of 2-cent stamps in the cities can not complain, for they are thus able to solicit business over an unlimited territory at the trifling cost of a stamp.— *The Reflector.*

FLY CAUSED ERROR IN BOOKS.

For seven months an expert accountant searched the books of a certain grain company of St. Paul for an error of an even hundred dollars. There was that shortage in the cash. Whom to suspect the firm did not know. It spent much more than a hundred dollars trying to trace the matter down.

And then, after having gone over the books time and again, the accountant's pencil chanced to stop on an item of $150. The pencil point rested on the figure "one," when the figure suddenly broke in two and slid down the page!

Upon examination it proved that the supposed figure "1" was a fly's leg which had become pasted in front of the 50, raising the item to all appearances a hundred dollars. The fly had undoubtedly been crushed in the book when it was closed.— *Cleveland Press.*

Written for THE INLAND PRINTER.

THE LINOTYPE OPERATOR OF THE FUTURE.

BY C. H. WRIGHTSON.

THIS is an age of competition. "The weakest to the wall" is a saying that is increasingly evident in practice. Even the linotype operator, who a few years ago had positions by the dozen offered him from which he could make his choice, now finds competition is narrowing his opportunities. He must pull himself together, and draw up to the front, or the time will come, in the not distant future, when he will find himself out of a job for good.

The demand, however, for good men — namely, those whose average output is high and proofs clean—is steadily increasing. As the masters gain knowledge of the machine they are using more discrimination in choosing help.

Employers are finding that it does not pay them to use inferior operators on their Linotypes. There was a time when the cheap man could get employment just because of his cheapness. The employers now, however, are mostly wise to the fact that the inferior man is dear at any price.

Ten operators, each ten per cent better than the average man, save the employer the value, upkeep and standing space of one machine, and the salary of another operator. The wise printer employs only the best men and shares the value of the saving between his operators and himself.

Linotype improvements tend toward versatility. Each new invention increases the scope of the machine and the demands on the operator's technical knowledge and common sense.

The advent of the quadruple-decker heralds an increasing demand for operators for one-machine installations. It is the machine the small printer has long waited for, and its increasing use will raise a call for machinist-operators who understand the art of type display.

The qualifications demanded of the single-machine-installation operator of the future will be the following: He must be (1) a good organizer, (2) a display compositor, (3) a machinist, and (4) a fast operator on the keyboard.

He must be a good organizer because it is for him to know how to set the various small jobs coming his way, make corrections, etc., without unnecessary loss of time. If not a good organizer, lost minutes will amount to lost hours in the course of a week.

He must be a display compositor to know how to make the best use of the ten or twelve different kinds of type his machine carries.

He must be a machinist of experience or his machine will not work well or turn out clean type of good alignment.

He must be a fast man on the keyboard because he has to earn a profit on a large capital expenditure before he starts to earn his own wages and his employer's profit.

A man with these four qualifications, with that of reliability added, will deserve a good salary and will get it.

FOR those who see Truth and would follow her; for those who recognize Justice and would stand for her, success is not the only thing. Success! Why, Falsehood has often that to give; and Injustice often has that to give. Must not Truth and Justice have something to give that is their own by proper right — theirs in essence, and not by accident? That they have, and not here and now, every one who has felt their exaltation knows.— *Henry George.*

ON the following pages will be found interesting designs furnished by courtesy of the American Type Founders Company, the H. C. Hansen Type Foundry, Barnhart Bros. & Spindler, the Keystone Type Foundry, the Mergenthaler Linotype Company, the Lanston Monotype Machine Company and Thompson Type Machine Company. These pages furnish many valuable suggestions to the ambitious typographer, and should be carefully studied.

Just Published and is Now for Sale Here

COLUMBIAN CLASSICS SERIES

EMERSON

HIS PHILOSOPHY AND HIS POETRY WITH A
BRIEF NARRATION OF HIS LIFE
AND HIS ACTIVITIES

BY

JOHN GEORGE SMITH

HELENA, MONTANA
ROCKY MOUNTAIN PUBLISHING COMPANY
MDCCCCVIII

NO other book on Emerson is nearly so illuminative of the profound philosophy, subtle poetry, and benign life of America's greatest thinker.

JOHNSTON & STRUTHERS
BOOKSELLERS
No. 14 NEWELL AVENUE
WARREN, OHIO

Set in Bodoni Series.
By courtesy of the American Type Founders Company.

THE SEASON OF
1912

ANTIQUE ART EXHIBIT

A LIST OF RARE ANTIQUE ART TREASURES
WITH PRICES WILL BE FOUND ON
FOLLOWING PAGES



"ART TO BE VENERATED MUST NEEDS BE OLD"

THE ANTIQUE ART SHOP
BOSTON, MASSACHUSETTS

Set in Caslon Old Style with Vista Ornament No. 9023. Meridale Ornaments for Border.
KEYSTONE TYPE FOUNDRY

PRINTING WITH INKS DURING THE TWELFTH CENTURY. SIGNATURES AND MONOGRAMS IN MANUSCRIPTS

EARLY in the seventeenth century, a student of old Italian books called attention to the strange uniformity of initial letters in many of the old manuscripts, some of which had been made as early as the ninth century. **Each ornamental letter wherever found or however often repeated in the same book, was of the same form.** He reached the conclusion that this uniformity had been produced by engraved stamps. The announcement of this discovery induced other persons to make similar examinations, the result of which confirmed the original statement. It was proved that there was a uniformity in the shape of the letters which could not have been made by drawing. The statement that a rude method of printing had been practised for about three centuries before its supposed

PRINTING WITH INKS DURING THE TWELFTH CENTURY

EARLY in the seventeenth century, a student of old Italian books called attention to the strange uniformity of initial letters in many of the old manuscripts, some of which had been made as early as the ninth century. **Each ornamental letter wherever found or however often repeated in the same book, was of the same form.** He reached the conclusion that this uniformity had been produced by engraved stamps. The announcement of this discovery induced other persons to make similar examinations, the result of which confirmed the original statement. It was proved

PRINTING WITH INKS DURING THE TWELFTH CENTURY

EARLY in the seventeenth century, a student of old Italian books called attention to the strange uniformity of initial letters in many of the old manuscripts, some of which had been made as early as the ninth century. **Each ornamental letter wherever found or however often repeated in the same book, was of the same form.** He reached the conclusion that this uniformity had been produced by engraved stamps. The announcement of this discovery induced other persons to make similar examinations, the result of which confirmed the original statement. It was proved that there was a uniformity in the shape of the letters which

PRINTING DURING THE TWELFTH CENTURY

EARLY in the seventeenth century, a student of old Italian books called attention to the strange uniformity of initial letters in many of the old manuscripts, some of which had been made as early as the ninth century. **Each ornamental letter wherever found or however often repeated in the same book, was of the same form.** He reached the conclusion that this uniformity had been produced by engraved stamps. The announcement of this discovery induced

Linotype faces used: 8, 10, 12 and 14 point Cheltenham Wide with Cheltenham Bold; Linotype Borders Nos. 61, 62¼, 78¼ and 78½; Matrix Slide No. 406.

A CATALOGUE

OF UNUSUAL

PASTEL PAINTINGS

By CLARISSA PUTNAM HILDRETH
and
H. WILLIS KNOWLTON



ON EXHIBIT AT
THE ART CLUB GALLERIES
1257 LAWRENCE AVENUE
HARTFORD, CONN.

(A)



THE GATEWAY TO PROSPERITY

A SHORT STORY OF THRIFT

PUBLISHED FOR THE BENEFIT OF
ALL WHO WISH TO SAVE MONEY
BY THE
DOVER SAVINGS BANK
OF DOVER, NORTH CAROLINA

(B)

(A) Puritan Series, Berkshire Ornament No. 339-B, 12-point Egg-and-Dart Border, 18-point Brass Rule No. 309, 3-point Brass Rule No. 306.

(B) Caslon Old Style No. 2, Berkshire Ornament No. 39, 12-point Egg-and-Dart Border, 2-point High Art Rule No. 763.

By courtesy of the H. C. Hansen Type Foundry.

Lettering



HE Roman characters, which are our letters today, although their earlier forms have come down to us cut in stone, must have been formed by incessant practice with a flat, stiff brush, or some such tool. The disposition of the thicks and thins, and the exact shape of the curves, must have been settled by an instrument used rapidly; I suppose, indeed, that most of the great monumental inscriptions were designed *in situ* by a master writer, and only cut in by the mason, the cutting being merely a fixing, as it were, of the writing, and the cut inscriptions must always have been intended to be completed by painting.

The "Rustic letters" found in stone inscriptions of the fourth century are still obviously cursive, and in the Catacombs some painted inscriptions of this kind remain which perfectly show that they were rapidly *written.* The ordinary "lower case" type with which this page is printed is, in its turn, a simplified cursive form of the capital letters. The Italic is a still more swiftly written hand, and comes near to the standard for ordinary handwriting.

All fine monumental inscriptions and types are but forms of writing modified according to the materials to which they are applied. The Italian type-founders of the fifteenth century sought out fine examples of old writing as models, and for their capitals studied the monumental Roman inscriptions. Roman letters were first introduced into English inscriptions by Italian artists.

W. R. LETHABY

Set in Series Nos. 117 and 95, with 8-point Border No. 18 and 24-point Border No. 65.
By courtesy of the Lanston Monotype Machine Company.

MAPLE GROVE
RESORT

ELEGANT ACCOMMODATIONS
PRICES ARE MODERATE
HUNTING, FISHING
AND BOATING

MORTON CENTRAL AND ALBANY R. R.

Set in Authors Old Style, 30-point Border No. 3002, and Luxor and Pen Ornaments.

ANNOUNCEMENT

Not quite seventy-five years ago, in a small shop which was built of logs and stood near the site of the present factory, the Marshall Carriages were designed and built. Good, honest woods were selected from the virgin forests growing at our door, and the most careful and painstaking labor fashioned them into the Marshall standard of vehicles. The passing years have made a wonderful change in manufacturing methods and manufacturing standards. A steady growth and a constantly increasing demand for Marshall vehicles have made this firm one of the largest in the world. We have many times outgrown the shop where we first built Marshall vehicles, but we never have outgrown the habit of building our vehicles of honest material, in an honest manner.

Type and borders cast by the Thompson Typecaster.

Job Composition

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Roland C. Stovel.

"Hello, is this Wabash 2-5-0-2?"

"Lemme talk to Stovel."

"Say, Stovel, I'm sending down some copy for you. This is to be a book 9 by 12 — 16 pages. Want it run in two colors throughout. The cuts go where marked in copy. Set it attractively — you know — *right*."

And *right* it *is* set. No dummy, no layout, no additional instructions — but Stovel gets it out — *right*. They all leave it to him. A conversation like this is an everyday occurrence with Stovel, and he is about the only printer in town that I know of who enjoys a distinction of this kind.

I'll never forget the first time I met Stovel. We had a fight, and I always like to start out with a printer by having a fight with him. It shows me that he has ideas of his own, and is successful enough to be independent about my business. That makes me want to deal with him all the more.

But Stovel isn't pugnacious — far from it. A more evenly tempered, sunny dispositioned man you'll never find. It's simply that Stovel *knows*, and knows he knows. There isn't a type-face that he isn't on speaking terms with. There isn't a point of lead in the case but what he knows just how and where to use it in order to get the best possible out of it.



R. C. Stovel.

Yet, it was just twenty-three years ago this month that genial old George Knott, of the McCluer Printing Company, suggested to Roland C. Stovel, a young "devil" of seventeen, that he cease pieing type and smudging proofs and transfer his services to some nice greasy tailor-shop, where he could sit on a bench and stick his fingers with a needle, sewing on buttons.

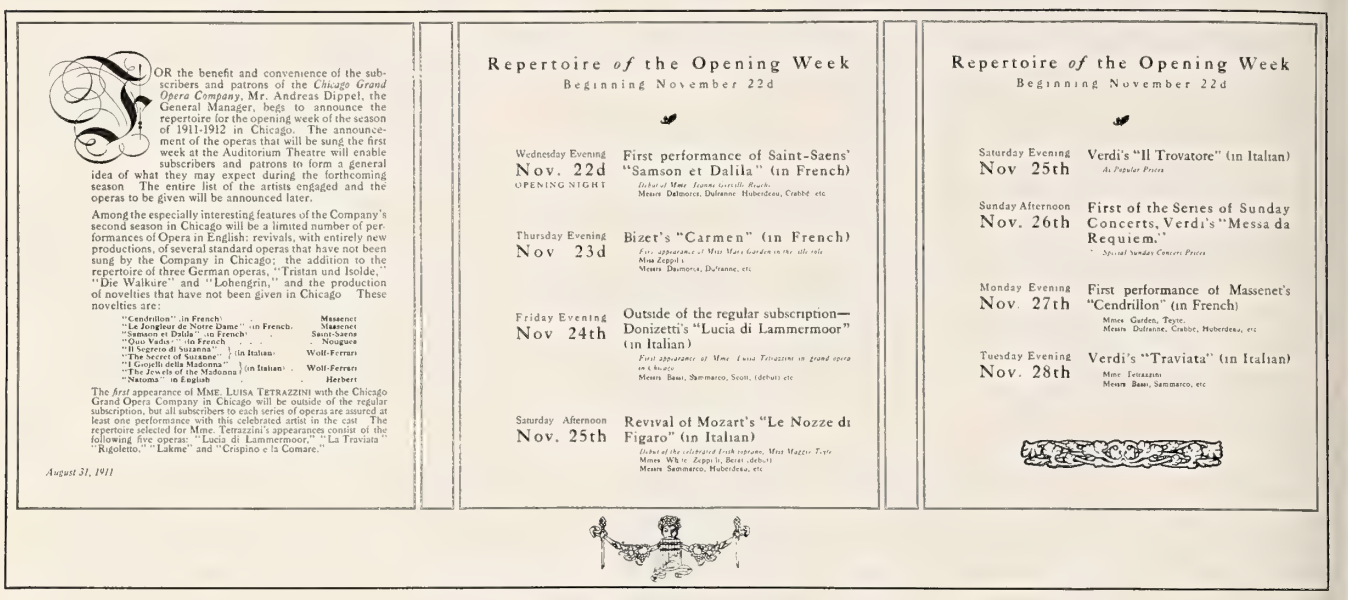
No better advice could have come to Stovel just at that time. He's thanked "old man" Knott a thousand times for it since. For it showed him clearly that the delusion that he had been harboring about knowing all there was to know about the printing game — and a darn sight more than the boss, at any rate — was a delusion after all. So right then and there he decided to buckle down and learn the game thoroughly, from the ground up, so that some day he could come back and put the Indian sign on anybody that tried to hand him anything.

But the first thing to do was to find another job. This wasn't the easiest thing in the world. Many a weary block he trod — many a stern-eyed foreman he approached with no avail — until poor Stovel thought all the world was wrong and evidently set against him. Yes, even his advent into this world was ominous — for wasn't he born on the 13th of that cold, blustering month — March?

Those job-hunting days were certainly trying times. A less determined soul might not have borne through them, but Stovel was made of stronger stuff. Having left his old comfortable home at Stratford, Canada, at the tender age of fifteen to make his way in the world and carve out a fortune of his own in that wonderful land of opportunity, "The States," the rough experiences of adversity had taught him self-reliance and determination.

So on he plugged, grabbing free lunches wherever he could, and flopping whenever his badly drained purse would let him, until one day his ship came in. And it came in the shape of a letter which the mail man handed him, in answer to an application to a want ad. Young Stovel's heart leaped — here was a real job with real money waiting for him — maybe. But others undoubtedly would be written to, also, he figured. He must be the first at the place in order to get that job. Taking a car was out of the question, for reasons young Stovel himself best knew. So grabbing his hat he started out on a run and ran clear from the West

Side to Dearborn street without stopping to figure out just how far it was. All out of breath and red as a beet, he applied at the office. And so impressed was Mr. Taylor, watchful and kindly eye of the late Fred Franks. Type fonts, displays, colors and cuts all took on a new meaning for him. There wasn't a job that came in but what Stovel



FOR the benefit and convenience of the subscribers and patrons of the *Chicago Grand Opera Company*, Mr. Andreas Dippel, the General Manager, begs to announce the repertoire for the opening week of the season of 1911-1912 in Chicago. The announcement of the operas that will be sung the first week at the Auditorium Theatre will enable subscribers and patrons to form a general idea of what they may expect during the forthcoming season. The entire list of the artists engaged and the operas to be given will be announced later.

Among the especially interesting features of the Company's second season in Chicago will be a limited number of performances of Opera in English: revivals, with entirely new productions, of several standard operas that have not been sung by the Company in Chicago; the addition to the repertoire of three German operas, "Tristan und Isolde," "Die Walküre" and "Lohengrin," and the production of novelties that have not been given in Chicago. These novelties are:

"Cendrillon" (in French)	Massenet
"Le Jongleur de Notre Dame" (in French)	Massenet
"Samson et Dalila" (in French)	Saint-Saens
"Quo Vadis" (in French)	Nougues
"Il Segreto di Suzanna" (in Italian)	Wolf-Ferrari
"The Secret of Suzanne" (in Italian)	Wolf-Ferrari
"I Gioielli della Madonna" (in Italian)	Wolf-Ferrari
"The Jewels of the Madonna" (in English)	Wolf-Ferrari
"Natoma" (in English)	Herbert

The *first* appearance of MME. LUISA TETRAZZINI with the Chicago Grand Opera Company in Chicago will be outside of the regular subscription, but all subscribers to each series of operas are assured at least one performance with this celebrated artist in the cast. The repertoire selected for Mme. Tetrazzini's appearances consist of the following five operas: "Lucia di Lammermoor," "La Traviata," "Rigoletto," "Lakme" and "Crispino e la Comare."

August 31, 1911

Repertoire *of* the Opening Week
Beginning November 22d

Wednesday Evening Nov. 22d OPENING NIGHT	First performance of Saint-Saens' "Samson et Dalila" (in French) *Debut of Mme. Jeanne Gerville-Reache.* Messrs. Dalmores, Dufranne, Huberdeau, Crabbé, etc.
Thursday Evening Nov 23d	Bizet's "Carmen" (in French) *First appearance of Miss Mary Garden in the title role.* Miss Zeppilli. Messrs. Dalmores, Dufranne, etc.
Friday Evening Nov 24th	Outside of the regular subscription—Donizetti's "Lucia di Lammermoor" (in Italian) *First appearance of Mme. Luisa Tetrazzini in grand opera in Chicago.* Messrs. Basi, Sammarco, Scott, (debut) etc.
Saturday Afternoon Nov. 25th	Revival of Mozart's "Le Nozze di Figaro" (in Italian) *Debut of the celebrated Irish soprano, Miss Maggie Teyte.* Mmes. White, Zeppilli, Berat (debut) Messrs. Sammarco, Huberdeau, etc.

Repertoire *of* the Opening Week
Beginning November 22d

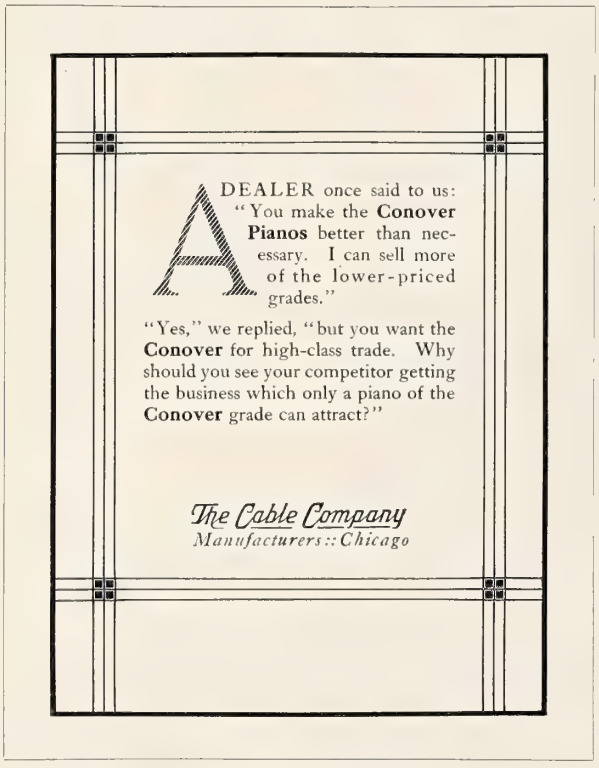
Saturday Evening Nov 25th	Verdi's "Il Trovatore" (in Italian) *At Popular Prices*
Sunday Afternoon Nov. 26th	First of the Series of Sunday Concerts. Verdi's "Messa da Requiem." *Special Sunday Concert Prices*
Monday Evening Nov. 27th	First performance of Massenet's "Cendrillon" (in French) Mmes. Garden, Teyte. Messrs. Dufranne, Crabbé, Huberdeau, etc.
Tuesday Evening Nov. 28th	Verdi's "Traviata" (in Italian) Mme. Tetrazzini Messrs. Basi, Sammarco, etc.

Program pages by R. C. Stovel.

the then foreman of the R. R. McCabe Printing Company, with the young man's evident earnestness and determination that he hired him on the spot.

Then started in a period of real plugging for Roland C. With one eye on the job and the other on anything that might turn up, he worked and waited.

studied it as it went through the shop. Typefounders' books, paper samples and ink-charts now became his textbooks, and many an evening found a keen-eyed, red-headed lad bending low under the dim lamplight in his room, marking up improvised layouts and old discarded copy, for practice.



A DEALER once said to us: "You make the **Conover Pianos** better than necessary. I can sell more of the lower-priced grades."

"Yes," we replied, "but you want the **Conover** for high-class trade. Why should you see your competitor getting the business which only a piano of the **Conover** grade can attract?"

The Cable Company
Manufacturers :: Chicago

An interesting rule arrangement.



Carry the Conover PIANO

and make sure that your customers will be satisfied

The Cable Company
Manufacturers ::: Chicago

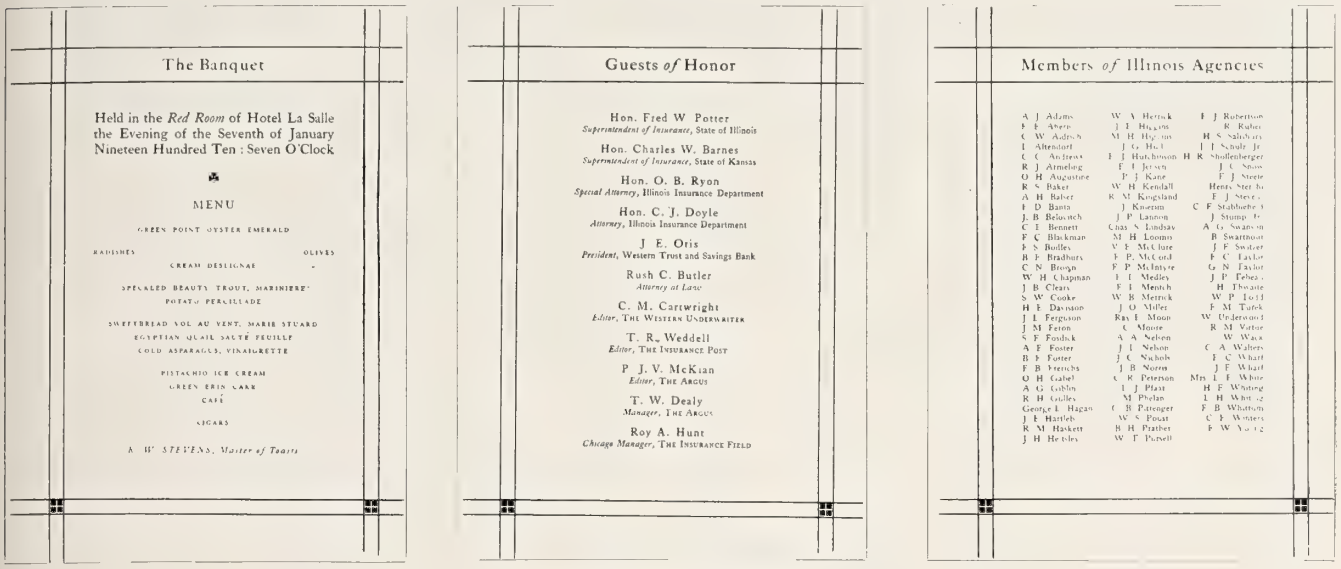
One of Stovel's attractive arrangements.

George E. Marshall Company soon afterward had an opening for a young man like him, and Stovel went. Here he received his first training in composition, under the ever-

It was simply another case of Emerson's mouse-trap adage. Stovel was setting type better than any one else at Marshall's, and people began to know it. The genial, alert

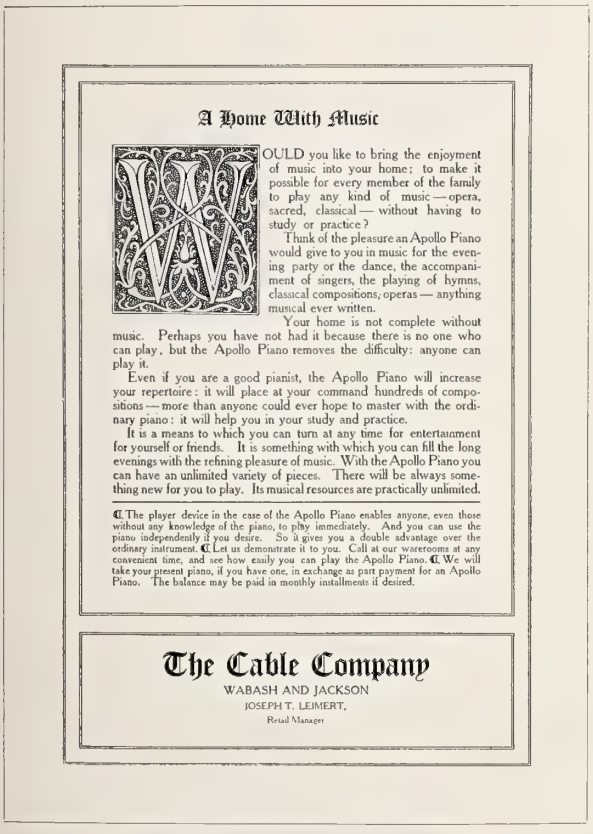
Mr. Sleepeck, then foreman of Pettibone, Sawtelle & Co., wasn't the last one to learn of this, either. So straightway he offered Charlie (Roland is too "high-brow" for the printing trade) a position under him in his establishment.

The seven years that have passed since have been seven years of success and happiness. But Stovel hasn't yet stopped some of his youthful ways — he is still studying and learning type — always trying new ways by which



Some program pages by Stovel.

Stovel accepted and remained with him until seven years ago. At that time the present firm of Sleepeck-Helman Company was organized, and Roland C. Stovel was taken into the company as a member of the firm.



One of Stovel's neat page-designs.

A new printing firm needs a good compositor as much as it needs presses, and Stovel's relative importance is shown by the fact that it got him before it got the presses.

printers' ink can be made to talk louder, more forcibly and more convincingly.

"Just leave it to Stovel — he knows." And if he doesn't know, you can bet your bottom dollar he'll find out before the job is finished.

Ask Stovel to what he attributes his success, just why he stands, to-day, foremost as one of Chicago's best print-



An attractive card.

ers, and he'll modestly tell you that from a financial standpoint it is undoubtedly due to just his own efforts — just his determination to stick where the other fellow might have quit. And then he smiles in his broad, genial, good-fellowship way, and adds, "But believe me, I, too, would undoubtedly have quit and might to-day still be job-hunting if it were not for the encouragement and whole-souled optimism instilled into me at all times by my good wife. When everything goes dead wrong she's my one best bet. And I win — *always*."

"WHAT'S the hardest thing about roller-skating when you're learning?" he asked the rink instructor.

"The floor," answered the attendant.— *Ex.*

Specimens

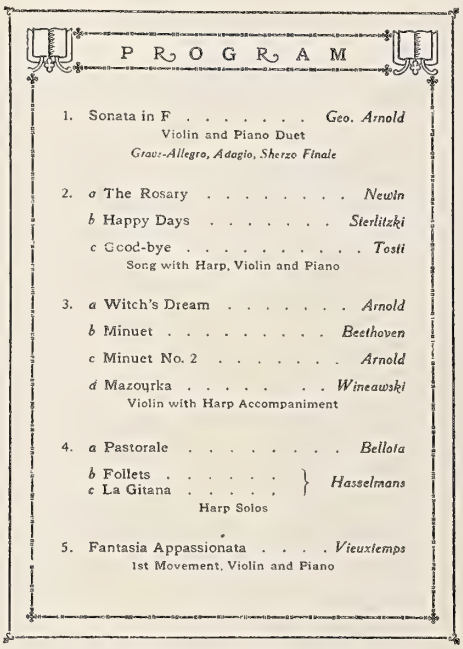
BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

THE most important features in this month's mail were the holiday greetings. THE INLAND PRINTER has received expressions of good will from many friends, and appreciation of these favors is here recorded. We have reproduced, on another page, several of these greetings, and though the wealth of color of the originals is lost in the reproductions, an excellent idea of the attractiveness of their design may be gained. Greetings were received from Horace Carr, Cleveland, Ohio; Frank Bittner, New York; The Armstrong Printing Company, Wichita, Kansas; Taylor, Nash & Taylor, San Francisco, California; E. C. Andrews, Chicago; James Austin Murray, Chicago; The Bishop Press, Kansas City, Missouri; Eric Peterson, Fort Wayne, Indiana; William Henry Baker, Cleveland, Ohio; Bertsch & Cooper, Chicago; Redfield Bros., Inc., New York; National City Bank of Chicago; Axel Edward Sahlin, East Aurora, New York; Basson & Timberlake, Johannesburg, South Africa; The Jaenecke Printing Ink Company; Dando Printing & Publishing Company, Philadelphia, Pennsylvania; J. R. Riddall, Nottingham, England; Columbus Trade School, Columbus, Ohio; Elmer F. Gleason, Worcester, Massachusetts; James A. Trent, Knoxville, Tennessee; L. O. Griffith, Chicago; Fred E. Wolff, Glenwood, Illinois; The Paragon Press, Montgomery, Alabama; J. A. Richards Company, Albion, Michigan; The Franklin Company, Chicago; The Anderson Printing Company, Macon, Georgia; Thomas Fennessy, Los Angeles, California; The Artcraft Company, Cleveland, Ohio; McMillan Printing Company, Monroe, Michigan; The Blair-Murdock Company, San Francisco, California; Quincy Photo Engraving Company, Quincy, Illinois; O. L. Lilliston, Philadelphia, Pennsylvania; T. A. Hussion, Jr., Galveston, Texas; Chester A. Lyle, Washington, D. C.; B. F. Harb, Anderson, Indiana; A. G. Hallett, East Liverpool, Ohio; H. W. Leggett, Ottawa, Canada; Albert K. Ness, Cheboygan, Michigan; M. Widtman Printing Company, Utica, New York; Harry J. Freeburg, Memphis, Tennessee; F. J. Kinnure, Auburn, Indiana; H. C. Miller, Stratford, Ontario; Adolph Lehman, San Francisco, California; Henry Drouet, New York; Frank L. Bond, Chicago; The Burroughs Adding Machine Company, Detroit, Michigan; Chittenden & Frew Company, Chicago; Longman & Martinez, New York; The Munroe Press, Fall River, Massachusetts; The Denver & Rio Grande Railroad, Denver, Colorado; The Rawlings Company, Albany, Oregon; W. O. Foote, Atlanta, Georgia; The Clover Press, New York; The Alling & Cory Company, Pittsburgh, Pennsylvania; R. G. McLean, Toronto, Ontario; Teachenor-Bartberger Engraving Company, Kansas City, Missouri; John C. Hill, Baltimore, Maryland; J. L. Frazier, Lawrence, Kansas; *The Evening Bulletin*, Philadelphia, Pennsylvania; William Knutzen, Chicago; Union Bank Note Company, Kansas City, Missouri; Aetna Insurance Company, Hartford, Connecticut; W. H. Slater, London, England; Security Blank Book & Printing Company, St. Cloud, Minnesota; Mercantile Press, London, England; Walkenhorst & Park Printing Company, Kansas City, Missouri; J. M. Anderson, Sacramento, California; The J. K. Gill Company, Portland, Oregon; Editor, *Graphic Review;* Calkins & Holden, New York; *The Madison Eagle*, Madison, New Jersey; William Pfaff, New Orleans, Louisiana; Fred Drig, Saint John, New Brunswick; A. Frank Williams, London, England; Daniel Troy Brantley, Philippine Islands; McMillan Printing Company, Monroe, Michigan.



By Ernest E. Adams, Toronto, Ontario.



An attractive program page by J. A. Bishop, Memphis, Tennessee.

A Christmas Soliloquy

TO-MORROW we shall all again be at one another's throats, but to-day we are all brothers. To-morrow we shall all be bickering, quarreling, fighting without knowing why, but to-day there is peace on earth and good will to men. To-morrow we shall be busy again sweating and toiling for things that we don't need, things that we won't want when we get them, things for which we will sell our souls but which are not worth the effort of a whisper. ¶But to-day a sweet contentment is ours. We are happy because we have helped to make others happy or else because others have striven to make us so. To-morrow will be another day and we shall all be other men and women; so let us rejoice and be glad that there is a truce to all our wicked doings. To-day we feel as we felt a year ago and two years ago—and as some of us have felt every year ago for many years. And to-morrow we shall all do as we did on all the to-morrows that followed the Christmases of the past. ¶But if even a few of us could bring ourselves to make this next to-morrow another day like to-day; and if next year a few more should do the same; it would not be another nineteen hundred years before the chorus of the angels would be truth instead of hollow mockery. ¶So to-morrow we shall go back to the market-place, perhaps to face the last opportunity we shall ever have to do a little to earn the right to say that we have really lived, and that we have helped to make the world a little better when we leave it, than it was when we came into it. And if we do it not, an eternity of regret shall not expiate our failure. *Leonard W. Smith, in The Silent Partner*

So now is come our joyfullest feast
let every man be jollu;
each room with ivy leaves is drest
and every post with hollu

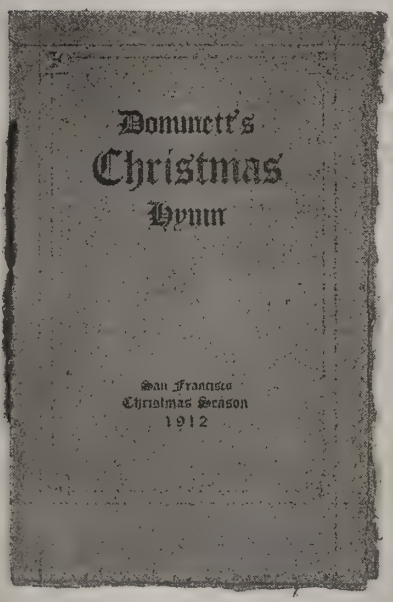


Greetings: Frank Bittner

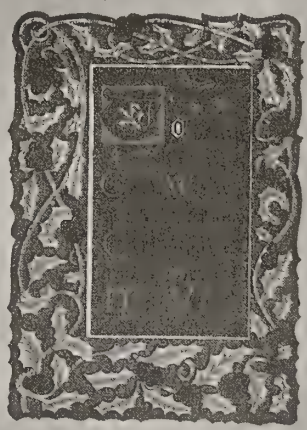


A Merry Christmas and Happy New Year

Armstrong Printing Co.



TO MY PERSONAL GREETINGS AT THIS HOLIDAY SEASON I AM PLEASED TO ADD ON BEHALF OF PHILIP RUXTON, INC., BEST WISHES FOR A VERY PROSPEROUS NEW YEAR



A page of holiday greetings.

HUNTLEY S. TURNER, Ayer, Massachusetts.— The leaflet printed in brown and red on gray stock is very pleasing, and we have no criticism to offer on it.

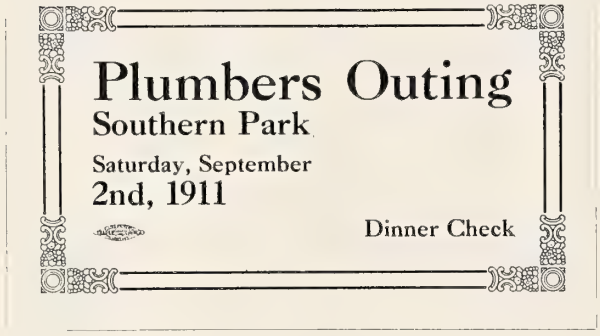
R. H. OWEN, Kansas City, Missouri.— Both the bulletin and the card are very nicely gotten up, the card being unusually pleasing in its design and colors.

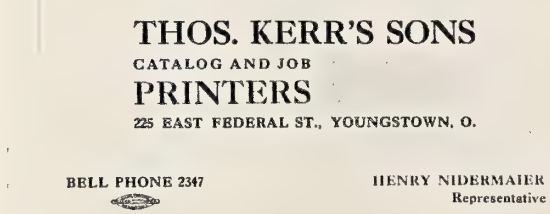
HENRY M. FLIEDNER, Savannah, Georgia.— All of the specimens are good, the card being especially interesting. We have no criticism to offer regarding any part of the work.

A. L. SHRAKE, Leavenworth, Kansas.— We congratulate you upon the excellence of the specimens sent. The type-designs are very satisfactory, and the color combinations unusually effective.

SPECIMENS from J. A. Bishop, Memphis, Tennessee, show a careful appreciation of neat typographical arrangements and a pleasing use of rules and ornaments. A program page, reproduced herewith, is very attractive.

FROM Henry Nidermaier, with Thos. Kerr's Sons, Youngstown, Ohio, we have received a package of unusually attractive commercial specimens. The





Cards by Henry Nidermaier, Youngstown, Ohio.

typography is excellent, and the color-schemes are all that could be desired. We show herewith reproductions of some of the designs.

MARK THOMPSON, Valley Junction, Iowa.— The Christmas greeting is exceptionally well gotten up, and we find nothing whatever to criticize, either in the arrangement or color-scheme.

H. EMMET GREEN, Arkansas City, Kansas.— The specimens are all neat and attractive, both in arrangement and color, the cover for the "Home-coming Week" program being unusually effective.

A MENU of the annual Christmas dinner given to its employees by The Paragon Press, Montgomery, Alabama, is an attractive piece of printing in red and green on white stock, with a mount of dark green.

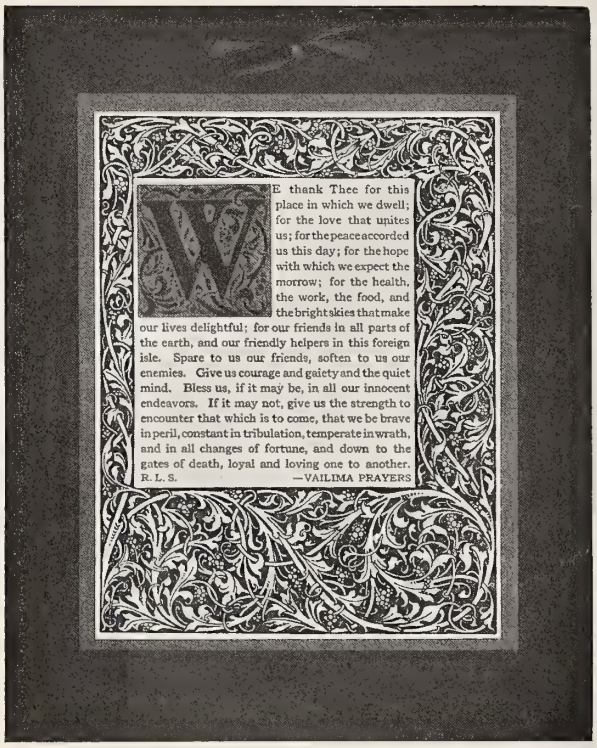
GEO. W. SCUREMAN, Williamsport, Pennsylvania.— The greeting is very nicely gotten up, both in its arrangement and in the combination of colors used, and we have no suggestion to make for its improvement.

H. W. LEGGETT, Ottawa, Ontario.— Your specimens are, as usual, very effective in their general arrangement, and call for no criticism. The motto-card, printed in orange and brown on brown stock, is very pleasing.

A PACKAGE of commercial specimens from Ernest E. Adams, Toronto, Ontario, contains some pleasing designs, the most attractive, perhaps, being the cover of a Christmas greeting, a reproduction of which we show herewith. The original is printed in green, red and gold, on brown stock.

W. DICKSON, Uvalde, Texas.— The designs are all good, although on one or two of them we note that you have used considerable panelwork. We would suggest that, unless the rules are in the best of condition, you avoid the panels as much as possible, as there is nothing more unsightly than poor rule joints.

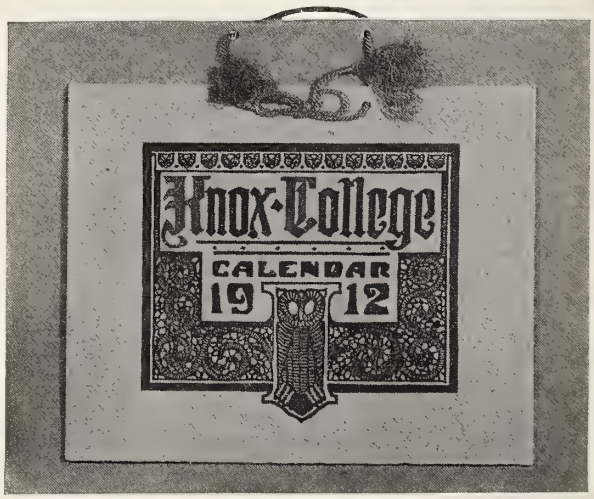
FROM the Abbott Press, Chicago, we have received an unusually handsome motto-card, printed in green, red and gold, and mounted on a green background. We show herewith a reproduction of it.



Motto-card by the Abbott Press, Chicago.

ALVIN E. MOWREY, Franklin, Pennsylvania.— With the exception of the fact that you have used too many type-faces in some of the specimens, your work is very satisfactory, and we find nothing in it to which we can take exception.

WAGONER PRINTING COMPANY, Galesburg, Illinois.— The calendars and year-books are exceptionally pleasing, and we congratulate you upon the excellent results which you have obtained in the production of this class



Attractive calendar by the Wagoner Printing Company, Galesburg, Illinois.

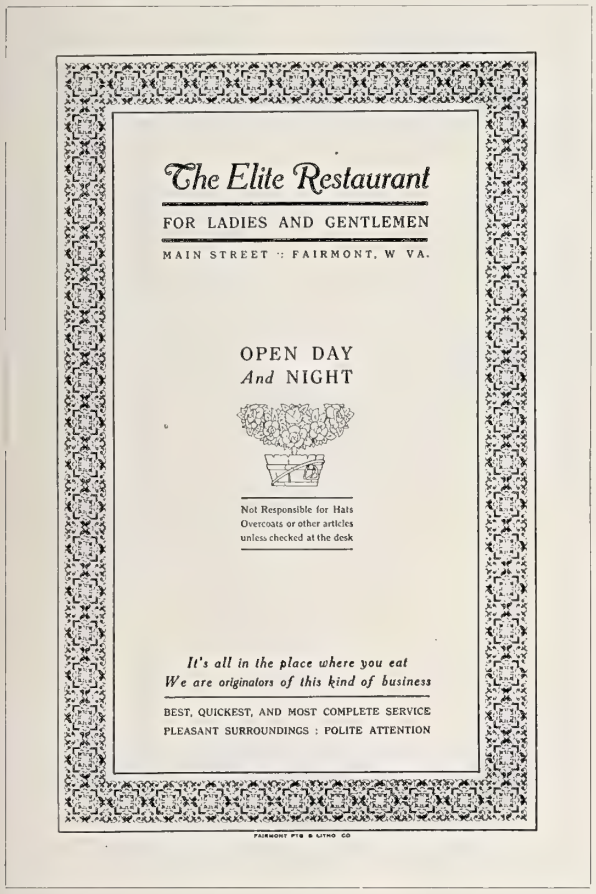
of work. The color combinations are very satisfactory, and we have no criticism to offer regarding either the colors or the general arrangement. We show herewith a reproduction of one of the pages.

JOHN MCCORMICK, Troy, New York.— All of the specimens are excellent and thoroughly in keeping with the high-class work which we have formerly

received from you. We find nothing whatever in any of the work to which we can take exception.

THE Geo. A. Powers Printing Company, New York, has recently been established in a new home, and announces the fact in an attractive folder, printed in black and red on brown stock, and with a half-tone illustration of the building tipped on the first page.

FROM the Fairmont Printing & Lithographing Company, Fairmont, West Virginia, we have received some unusually attractive commercial specimens,



Attractive typography by the Fairmont Printing & Lithographing Company, Fairmont, West Virginia.

reproductions of two of which we show herewith. The work is very satisfactory throughout, and there is little, if any, opportunity for criticism. The specimens which we have reproduced were printed in color.

A PROGRAM of the "Annual Round-up" of the Louisville Paper Company, Louisville, Kentucky, is at hand, and from the topics discussed at this gathering one can not but infer that a most excellent time was had. The program itself was neatly printed.

IN an attractive booklet, entitled "Target Talks," A. H. Finn, of Detroit, Michigan, gives the outline of a post-graduate course of advertising which he, as chairman of the educational committee, conducted before the Adcraft Club, of Detroit, during the season 1910-11.

Printology, the house organ of the Regan Printing Company, Chicago, continues to appear in most attractive form. Printed in colors on heavy plate paper, with an elaborately embossed cover, the latest number is an excellent example of printing of the highest class.

A PACKAGE of blotters from C. A. Breakiron, Meadville, Pennsylvania, shows some interesting combinations and type arrangements. The text used on these blotters is very appropriate, and the decoration has been selected with especial care to its harmonizing with the reading-matter.

THE Exline-Reimers Company, Fort Worth, Texas.— While the specimens are very good in arrangement, some of them, especially the leaflet entitled "The Last Call," are rather strong in their color combinations, and we would suggest that more subdued harmonies would be more pleasing.

F. W. KURK, Anadarko, Oklahoma.— The note-head and blotter are both well gotten up, although we think that there is rather too much of the red on the blotter and would suggest a smaller quantity. We also think that you are rather unfortunate in being compelled to use cuts with coarse screens, as they are not very satisfactory when printed on this class of stock. The note-head would be slightly improved in appearance if the green were a trifle brighter, as it would then contrast more pleasingly with the black.

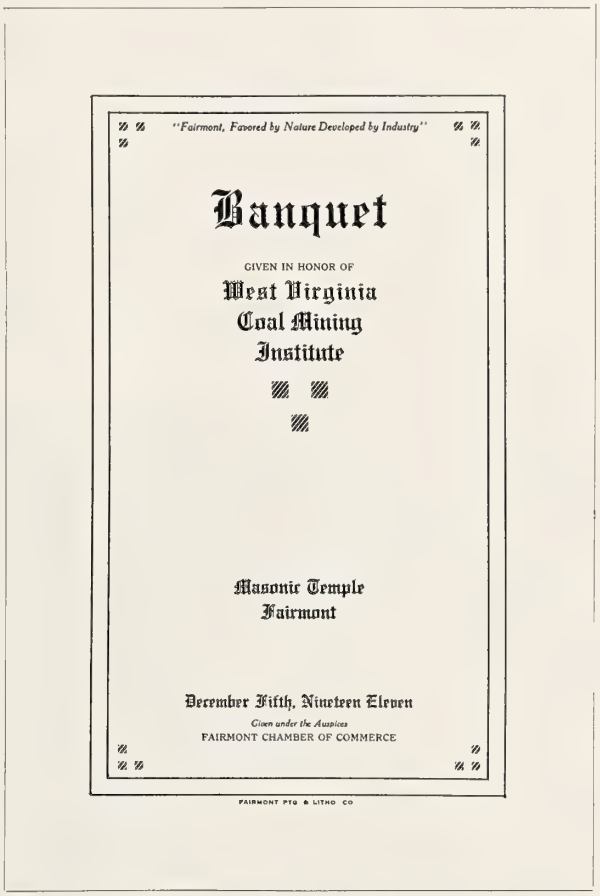
M. C. COATS, Madera, California.— The specimens are all very pleasingly gotten up, the bill-head and statement for the Madera *Daily News* being unusually satisfactory. We find nothing whatever to criticize in any of these specimens, and would especially compliment you upon the excellence of the color arrangements.

FRANK J. MERATH, Columbus, Mississippi.— The Christmas greeting is satisfactory in its type arrangement, although the printing is not at all good, neither the gold nor the ink being properly distributed. We think that if you were to omit the rules at either side of the second line of the card the effect would be more pleasing.

THE booklet recently issued by the Thomson Printing Company, Philadelphia, Pennsylvania, shows some most excellent examples of half-tone and line printing in black and colors, die-stamping and printing in various mediums, as well as embossing. The work is of the highest order, and reflects great credit upon the Thomson Company.

OWEN E. LYONS, Easton, Pennsylvania.— The specimens are all exceptionally neat in design and pleasing in color harmony, and we find no criticism to offer regarding them. We would especially congratulate you upon your excellent use of the old-style type-faces, the results which you have obtained with them being unusually satisfactory.

GEO. C. L. SNYDER, Salem, Oregon.— All of the specimens are well handled, both in design and color, the letter-head for the typographical union being an original and pleasing design. The blotter would have been slightly improved if you had printed it on some stock other than the yellow, as the color combination is not quite so satisfactory as it might be.



By the Fairmont Printing & Lithographing Company, Fairmont, West Virginia.

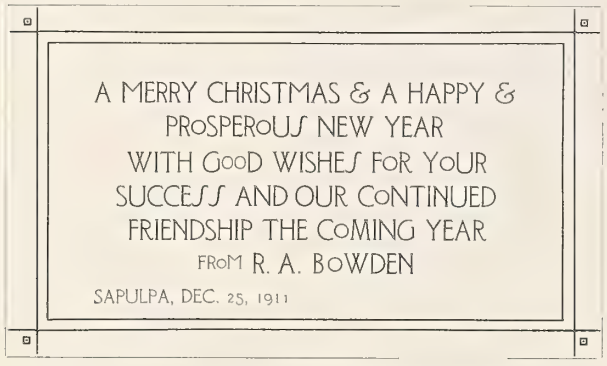
A. REINHARDT, Livingston, Montana.— Your commercial specimens are excellent, and are of the simple style which can always be made commercially profitable. We find little in them to criticize, although we note that in one or two instances you have used rules for underscoring lines which do not harmonize in tone with the type-faces used in the lines themselves.

WE have received from Wm. Edwin Rudge, New York city, a most handsome calendar, consisting of specimens in four-color work, photogravure and offset printing, tipped on large, gray mats and surrounded by the

calendars. The work throughout is of the very best, the general arrangement of the calendar and the decorative effects being unusual in their treatment.

GEO. H. MALNGREN, New Britain, Connecticut.— The program which you have sent is original in its treatment and a very clever arrangement. We would suggest, however, that you exercise more care in the selection of the rules used in the making of panels, as the poor joints at the corners detract very much from the general appearance of the work. As an advertisement this folder should be unusually effective.

FROM C. Harmony, Sapulpa, Oklahoma, we have received another package of the excellent specimens which characterize this printer's work.

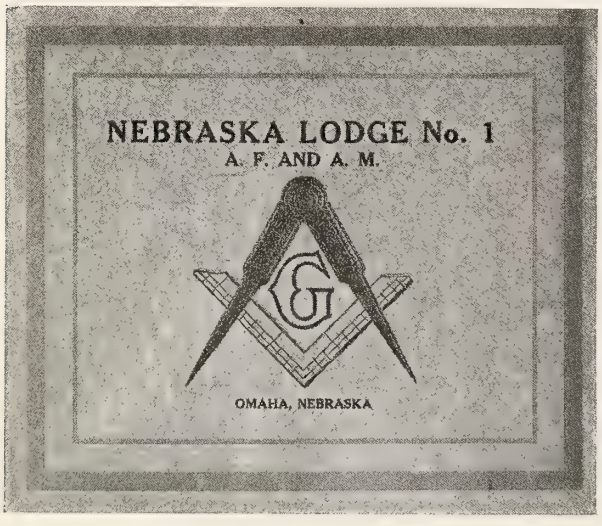


Neat typography by C. Harmony, Sapulpa, Oklahoma.

Among the most attractive and unusual in the group is a Christmas greeting printed in black and red on white stock, a reproduction of which we show herewith. The balance of the specimens are all good and call for no criticism.

FROM the Gardner Office Supply Company, Springfield, Missouri, we have received a booklet, entitled "A Trip Through the Printing Department," which gives, through its text and the numerous illustrations which it contains, an excellent idea of the scope of the printing department of this company. Photographs of the various heads of the departments are shown, together with illustrations of the machinery and workrooms.

R. J. MCANALLY, Omaha, Nebraska.— While the specimens are all very nicely gotten up, we think that perhaps the most attractive is the cover of the booklet for The Nebraska Lodge, No. 1 — A. F. and A. M.— a reproduction of which we show herewith. The original, printed and embossed in blue, gold and gray, on gray stock, presents a most effective appearance.

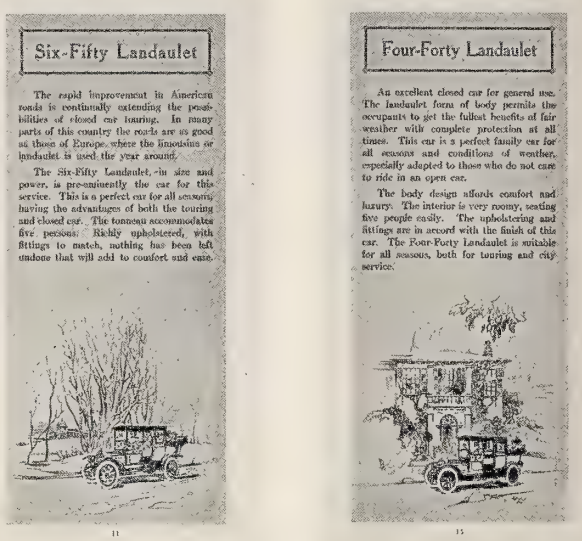


By R. J. McAnally, Omaha, Nebraska.

WE show herewith a reproduction of the program of the annual supper of the London County Council School of Photoengraving and Lithography, London, England. The original is in colors and is exceptionally attractive.

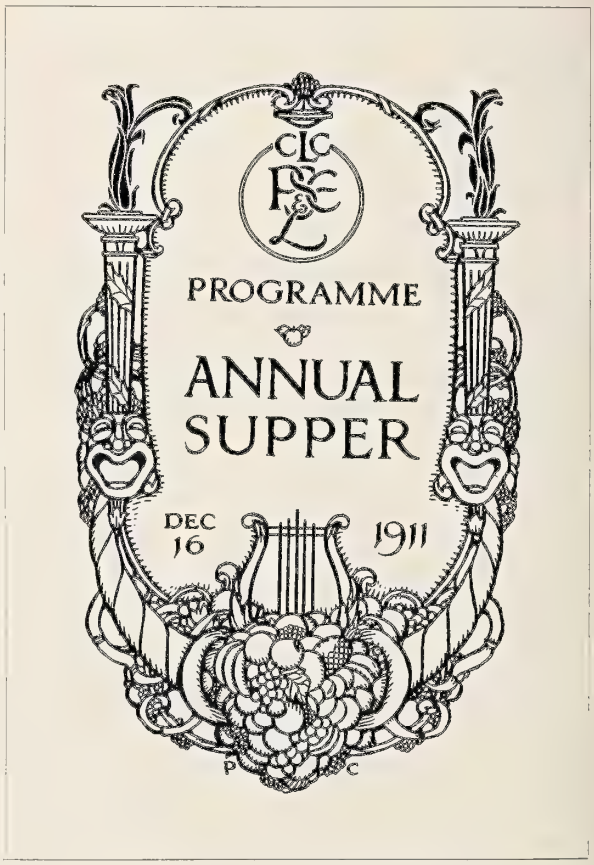
EDWARD R. STEINLE, New York.— With the exception of the fact that the use of the light-face rules on the cover of the booklet for J. L. Hopkins & Co. is quite unsatisfactory, we have no criticism to offer regarding the specimens which you have sent. On the cover in question, the rules do not print at all well, and we think that the hair-line rules should be avoided in work of this class. The calendar is very pleasing in its arrangement and colors, as are the balance of the specimens.

FROM the Corday & Gross Company, Cleveland, Ohio, we have received the usual package of high-class booklets. These specimens, many of which are printed by the offset process, are unusually pleasing and effective. The



Attractive pages by Corday & Gross, Cleveland, Ohio.

designs are excellent, and quite up to the usual standard maintained by the Corday & Gross Company. We show herewith reproductions of two of the pages.



Program of the annual supper of the London County Council School of Photoengraving and Lithography, London, England.

We show herewith reproductions of pages from a folder recently issued by the Stewart-Simmons Press, Waterloo, Iowa. The folder is printed in colors and is exceptionally attractive in its design and general arrangement.

The DeKalb *Review*, DeKalb, Illinois.— The general appearance of the advertisements is very satisfactory, although we think that, perhaps, the use of heavy rule borders around them has been slightly overdone, and we also think that the use of heavy rules inside of the advertisements at the ends of groups or display lines is not desirable. Perhaps the use of lighter rules would give a better effect in the advertisements, especially those in which the type-faces and cuts are rather light and delicate.

Massey-Harris Company, Toronto, Ontario.— Both of the catalogues are nicely gotten up, and neither one calls for much criticism. As a matter of personal taste, however, we would suggest that if a red-brown ink were substituted for the red on the inner pages of the catalogue entitled "Farm Power," the effect would be a little less flashy and more pleasing. The bright red is not so satisfactory as the red-brown would be. The other catalogue is very nicely gotten up, and a great improvement over its predecessors.

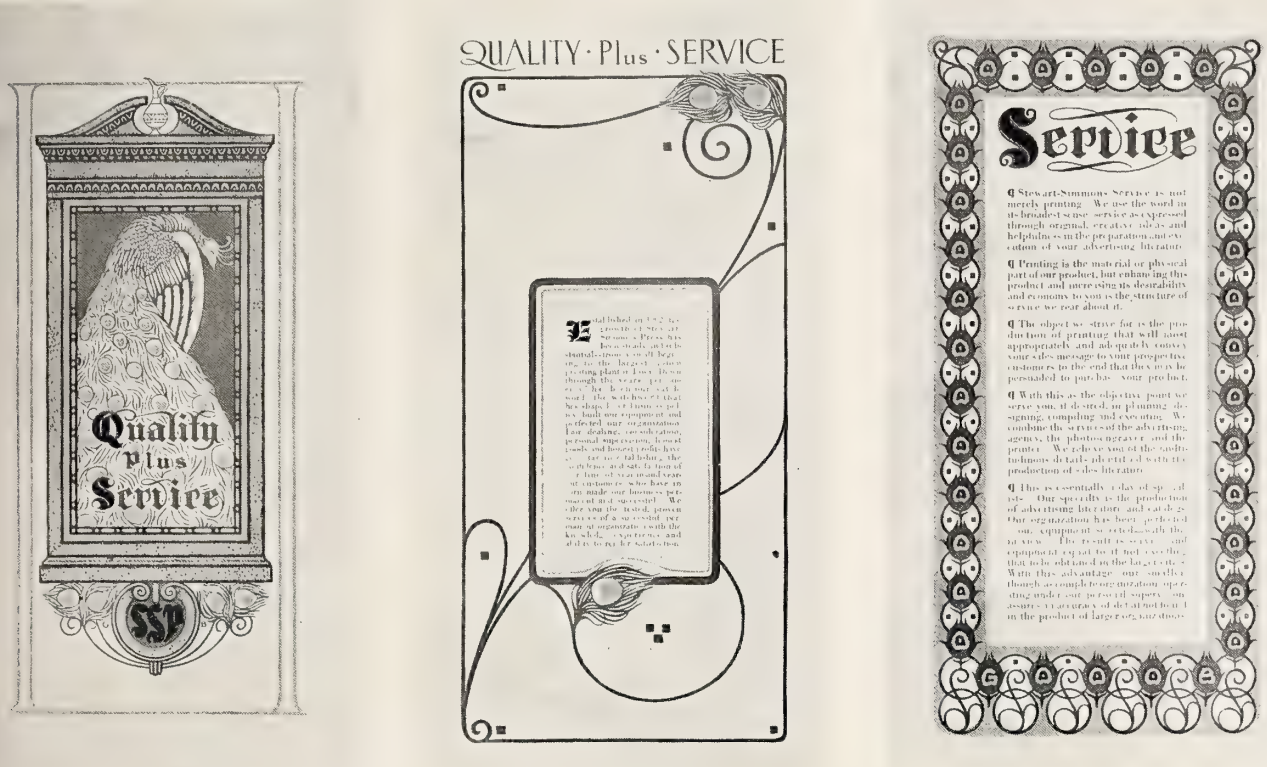
Maurice L. Crowther, Osage City, Kansas.— With the exception of the fact that you use rather too much red on specimens in which red forms a part of the color combination, we find little to criticize in the work which you have sent. Where red enters into the color combinations, however, one should be careful that but a small amount is used, as too much is liable to make the job flashy and cheap-looking. This also applies to the yellow which you have used on the labels, and we think that some other color, perhaps yellow-brown or yellow-green, would be preferable.

M. M. Shellhouse, Pennville, Indiana.— Many of the specimens which you have sent contain too much red in their color arrangements. This is particularly noticeable on one or two of the specimens which are printed on yellow stock, the red and the yellow combination being very unsatisfactory. We would suggest that, for the yellow stock, a brown or blue shade would be more pleasing. Where you use red and black as a color combination, we would suggest that the red incline more toward an orange than you have used, as it then furnishes a better contrast to the black.

J. Warren Lewis, Visalia, California.— Of the specimens which you have sent, we like best the letter-head for the Visalia Land & Investment Company. The arrangement of this heading, together with the color combination used, is excellent, although the combination of colors is somewhat unusual. The balance of the work is all very satisfactory, and we have but little criticism to offer regarding it. We think, however, that where you use rules for panels, it is advisable that the rules be slightly heavier than ordinary light-face ones, as the latter do not print well, especially on hard paper. This applies particularly to the panels at either side of the letter-head, printed in red and black.

Record Publishing Company, Derry, New Hampshire.— Perhaps the most pleasing of the specimens is the letter-head for the White Mountain News Bureau. This is quite original in its treatment, and very satisfactory. On some of the commercial stationery we would suggest that you make the type sizes a trifle smaller, as they are rather strong and bold. We would also suggest that on the title-page for the District Convention the addition of the second series is not desirable, inasmuch as the two type-faces do not harmonize in shape, and we would suggest that you confine the page to the text type.

J. J. Reeder, Savannah, Georgia.— The house organ is very well gotten up, although we would suggest that perhaps the use of a smaller amount of red on most of the pages would be an improvement. We also think that if you were to print the text-matter in black instead of green that it would be more desirable, especially on the coated stock. We would also suggest that some of the advertisements might be improved to a certain extent by confining them as nearly as possible to one series of type, and that, wherever possible, you avoid the use of condensed and square or extended letters in the same advertisement.



Pages from a handsome folder by the Stewart-Simmons Press, Waterloo, Iowa.

Clay P. Wright, Park Rapids, Minnesota.— The specimens are all very satisfactory, although we think that the letter-head would be improved if, instead of the light and heavy rules used for cut-offs, parallel rules of equal weight and slightly lighter in general effect than those used were employed. As the letter-head now stands, the rules are the strongest feature on it. The same thing applies to the small statement. The balance of the work is very attractive, although, perhaps, the use of a brighter red on the post-cards would be desirable, as it would make the titles, when run over the half-tones, a little more legible.

Keith Rogers, Park Rapids, Minnesota.— While the specimens are quite attractive in their general arrangement, we would call your attention to one or two points regarding them. On the title-page of the leaflet entitled "Local Program" we would suggest that the use of a lighter ornament underneath the main group of type would be desirable, as the ornament as it now stands is rather strong in tone, and to a certain extent overshadows the type. We would also suggest more careful spacing in this panel, and in the second line the letter-spacing of the word would be desirable, as it would allow of a smaller amount of space between the words. We also think that the use of slightly heavier rules would result in a better harmony between the rules and type. The other specimens are very good, although we note a tendency on one or two of them toward the use of rather large type-faces, and we would suggest that perhaps cutting down the sizes on some of them would be desirable.

Apprentice Printers' Technical Club

NO. XV.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

PROOFREADING.

Aside from explaining the various marks used by proofreaders in making corrections, there is little that can be said regarding proofreading that will be of immediate benefit to most apprentices. Nor would it be advisable, even though practical, to give a routine of handling proofs of different kinds of work, for that is governed largely by the legibility of the copy, the nature of the copy, the rereadings of authors' corrections, etc. Therefore, this lesson will deal only in generalities, and just enough of these to give apprentices an idea of what the requirements and work of a proofreader are, should they wish to make a special study of this phase of printing.

In the first place, a proofreader should have a practical knowledge of printing, especially as regards the different methods of composition — hand and machine. There are some nonprinters who have made good at reading proof, but employers agree that the most successful proofreaders, especially in the handling of jobwork, are those who were formerly compositors. Having set type, they can more readily detect battered or wrong-font characters, bad spacing, variations in style, etc.

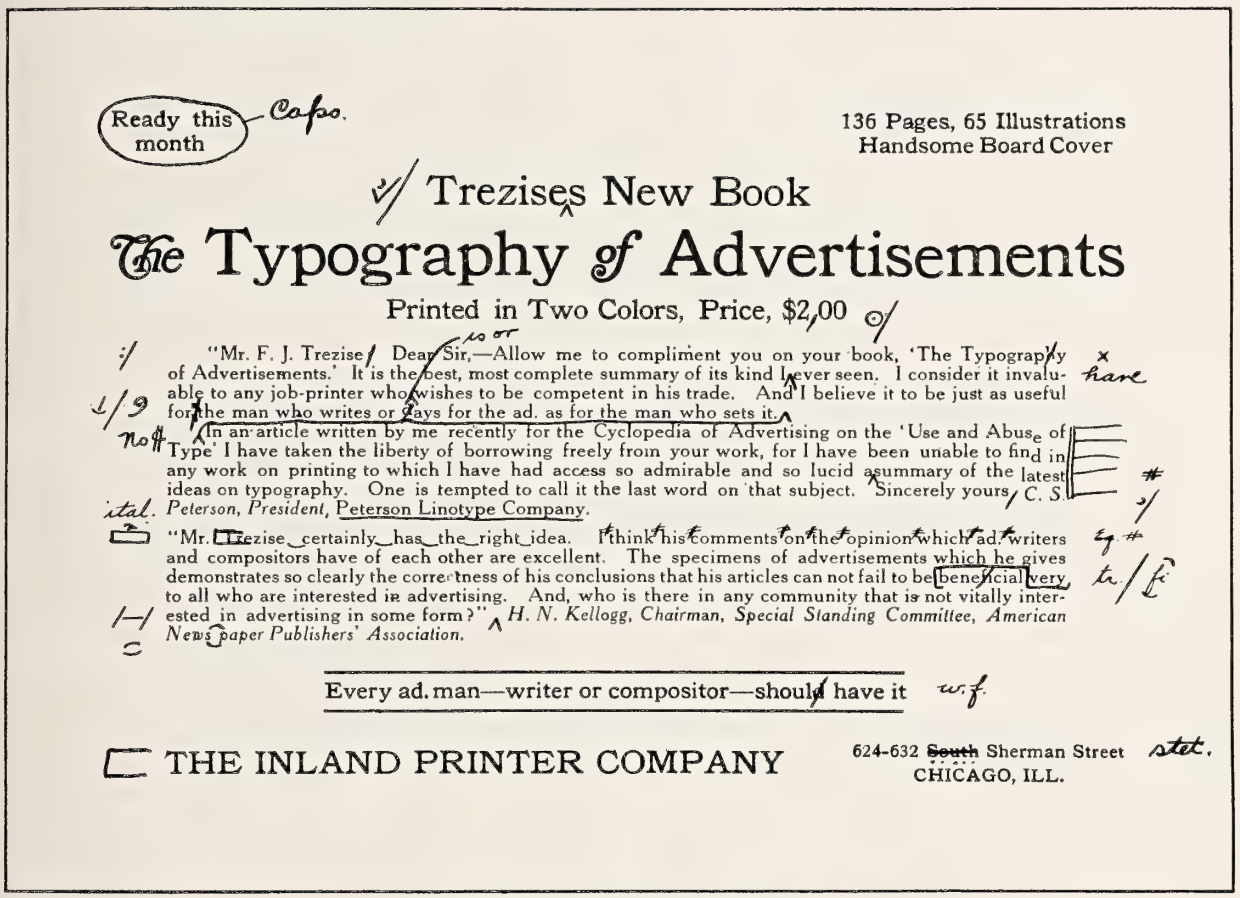
The reliable, all-around proofreader — one who can handle book, job or ad. work — must be a veritable walking encyclopedia. He should always keep abreast of the times; be acquainted with the important social, political, industrial

Insert a period	⊙	Wrong font	w.f.			
Insert a comma	⸝	Superior letters or figures	2 √			
Insert a colon	⁚	Inferior letters or figures				
Insert a semi-colon	⸝	Transpose	tr.			
Insert a hyphen	=	Move to left				
Insert apostrophe	⸝	Move to right				
One-em dash	/—/	Move up				
Two-em dash	/2/	Move down				
Make a new paragraph	#	Straighten lines				
No new paragraph; run in	No #	Change to roman type	rom.			
Indent line an em		Put in lower-case	l.c.			
Indent line one and one-half ems	1½	Put in small capitals	s. caps			
Indent line two ems	2	Put in capitals	caps.			
Push down; space showing		Use italic	ital			
Insert a space where ^ caret is marked	#	Wrong change; let it stand	stet			
Correct uneven spacing					Query; is this right?	Qy. or?
Caret; insert	^	Something omitted; see copy	Out; see copy			
Turn character to correct position	9	Use logotype characters	fl			
Reduce space	⌣	Three underlines signify capitals	≡			
Close up	⁀	Two underlines signify small capitals	=			
Take out character and close up	⁀	One underline signifies italic	—			
Imperfect character	X	Use bold-face type	~			

FIG. 67.— Proofreaders' marks.

and commercial activities of his country and of the world in general. Also, he should be thoroughly familiar with punctuation, spelling, capitalization and the division and compounding of words.

In his book entitled " The American Printer," published in 1883, MacKellar says that "A thorough proofreader, in addition to a general and practical acquaintance with typography, should understand clearly the grammar and idiomatic structure of his mother tongue, and have, as it were, an encyclopedic knowledge of the names, times and productions of its writers, as well as an entire familiarity with the Bible especially, and with Shakespeare. He should


Ready this month

136 Pages, 65 Illustrations
Handsome Board Cover

Trezises New Book

The Typography of Advertisements

Printed in Two Colors, Price, $2,00

"Mr. F. J. Trezise, Dear Sir,—Allow me to compliment you on your book, 'The Typography of Advertisements.' It is the best, most complete summary of its kind I ever seen. I consider it invaluable to any job-printer who wishes to be competent in his trade. And I believe it to be just as useful for the man who writes or pays for the ad. as for the man who sets it. In an article written by me recently for the Cyclopedia of Advertising on the 'Use and Abuse of Type' I have taken the liberty of borrowing freely from your work, for I have been unable to find in any work on printing to which I have had access so admirable and so lucid a summary of the latest ideas on typography. One is tempted to call it the last word on that subject. Sincerely yours, C. S. Peterson, President, Peterson Linotype Company.

"Mr. Trezise certainly has the right idea. I think his comments on the opinion which ad. writers and compositors have of each other are excellent. The specimens of advertisements which he gives demonstrates so clearly the correctness of his conclusions that his articles can not fail to be beneficial very to all who are interested in advertising. And, who is there in any community that is not vitally interested in advertising in some form?" H. N. Kellogg, Chairman, Special Standing Committee, American Newspaper Publishers' Association.

Every ad. man—writer or compositor—should have it

THE INLAND PRINTER COMPANY

624-632 South Sherman Street
CHICAGO, ILL.

Fig. 68.— Showing the method of marking a proof.

be, in fact, a living orthographical, biographical, bibliographical, geographical, historical, and scientific dictionary, with some smattering of Hebrew, Greek, Latin, French, Spanish, Italian and German. Yet all these accomplishments are valueless unless he also possess a keen and quick eye, that, like a hound, can detect an error almost by scent. There are eyes of this sort, that with a cursory glance will catch a solitary error in a page. The world is little aware how greatly many authors are indebted to a competent proofreader for not only reforming their spelling and punctuation, but for valuable suggestions in regard to style, language, and grammar — thus rectifying faults which would have rendered their works fair game for the critic."

All this may sound to many apprentices like an almost unattainable accomplishment; but, as the old saying goes, "the bark is harder than the bite." A grammar-school education furnishes the foundation for all these requirements, and on this foundation a boy can build to any height, according to his mental capacities. No apprentice should, however, entertain for a minute the thought of ultimately becoming a proofreader unless he has a natural penchant for good, sound, substantial, authoritative literature — *and a good memory.*

The work that a proofreader performs is to read proofsheets and on them indicate, if necessary, the need for correction. He is held responsible for all typographical errors, and should correct all palpable errors. Furthermore, if he has any doubts as to the correctness of copy, so far as dates, figures and proper names are concerned, they should be queried or verified.

Every well-regulated printing-office of any size has a style-book or style-card of its own, governing punctuation, capitalization, italicizing, etc., but under no circumstances should the proofreader change the copy of a careful, consistent writer in the matter of expression or construction of sentences. Badly prepared copy, however, should be changed wherever it is apparent that an error has been made.

In order that compositors will understand what corrections to make, the proofreader indicates such corrections by certain words, signs or characters. A list of these, together with an explanation of their meaning, is shown in Fig. 67.

In order to show a correct application of most of these marks we have prepared the advertisement shown in Fig. 68. Note how neatly and orderly each correction is indicated before or after the line in which it occurs, according to its position in the first or last half of the line, and how the diagonal lines intervene so as to give more distinction to the marks. These diagonal lines are usually placed after the points even though a correction stands alone, for in this way more prominence is given to the mark.

It might perhaps be well to state that this is a very " dirty " proof. Such careless composition reflects great

discredit upon the compositor, and would not be tolerated in most printing-offices. After the proofreader indicates the necessary corrections on a proof, it is returned to the compositor and he proceeds to follow these marks until every correction has been made. Fig. 69 shows the corrected advertisement marked up in Fig. 68.

* * *

From Denver Typographical Union, No. 49, we have received three ads., the winners in a recent contest held for apprentice members of that union. These contests are held every month, and prizes are given to the winners of first, second and third places.

In this contest George Astler, with the Carson-Harper Company, received first prize; R. F. Lyarks, with the Great Western Publishing Company, received second prize; and Frank Taylor, with the Denver Publishers' Association, received third prize. Astler's design is reproduced on the following page.

* * *

ANNOUNCEMENT OF A LETTER-HEAD CONTEST FOR APPRENTICES.

We take pleasure in announcing this month another contest to be held exclusively for apprentices. As in our business-card contest, each contestant will receive a complete set of the specimens submitted, and the first, second and third best designs will be reproduced in THE INLAND PRINTER, with credit given to the apprentices who set them.

That our former contest was a success is putting it mildly; but in order to make this second contest a greater success, and as an inducement for more apprentices to enter, we have arranged to give prizes to the winners.

Read the copy, the rules and the awards printed below, and don't neglect this opportunity.

THE COPY.

Directions to Contestants.— Set up the following copy for a letter-head, to be printed in one color — black. The copy is not to be changed — no words added and none omitted — but the order of groups of words may be rearranged.

The Harrison Printing Co. Manufacturers of High-class Commercial, Catalog and Color Printing. 632 Federal Street, Chicago, Ill. We Make Embossing a Specialty. D. B. Harrison, President. H. K. Ahrens, Vice-President. H. King, Secretary. W. E. Anderson, Treasurer.

READY THIS MONTH

136 Pages, 65 Illustrations
Handsome Board Cover

Trezise's New Book

The Typography of Advertisements

Printed in Two Colors, Price, $2.00

"Mr. F. J. Trezise: Dear Sir, — Allow me to compliment you on your book, 'The Typography of Advertisements.' It is the best, most complete summary of its kind I have ever seen. I consider it invaluable to any job-printer who is or wishes to be competent in his trade. And I believe it to be just as useful for the man who writes or pays for the ad. as for the man who sets it. In an article written by me recently for the Cyclopedia of Advertising on the 'Use and Abuse of Type' I have taken the liberty of borrowing freely from your work, for I have been unable to find in any work on printing to which I have had access so admirable and so lucid a summary of the latest ideas on typography. One is tempted to call it the last word on that subject. Sincerely yours, *C. S. Peterson, President, Peterson Linotype Company.*"

"Mr. Trezise certainly has the right idea. I think his comments on the opinion which ad.-writers and compositors have of each other are excellent. The specimens of advertisements which he gives demonstrate so clearly the correctness of his conclusions that his articles can not fail to be very beneficial to all who are interested in advertising. And, who is there in any community that is not vitally interested in advertising in some form?" — *H. N. Kellogg, Chairman, Special Standing Committee, American Newspaper Publishers' Association.*

Every ad. man — writer or compositor — should have it

THE INLAND PRINTER COMPANY

624-632 South Sherman Street
CHICAGO, ILL.

FIG. 69.— Showing the corrected proof.

THE RULES.

In order to provide each contestant with a neat set of specimens it is necessary to have a few rules, which all who enter must carefully follow out:

1. A contestant may send in as many different arrangements as he wishes, but one hundred (100) printed copies of each arrangement must be sent.

2. All packages to be mailed *flat*, and addressed to "The Apprentice Printers' Technical Club," 624-632 South Sherman street, Chicago, Illinois.

3. Specimens to be printed in black ink, on white bond paper, 8½ by 11 inches, *exactly*.

4. The name and address of the compositor must be printed on all of the copies, in the lower left-hand corner, in ten-point roman.

5. Each contestant must enclose 20 cents in 2-cent stamps, or in coin, to cover the cost of assembling and mailing to him a complete set of the specimens submitted. Canadian dimes may be used, but not Canadian stamps.

6. If two or more arrangements are sent in, no extra stamps are required.

7. All specimens must be sent in not later than March 25, 1912.

THE AWARDS.

First Prize.— Choice of the following books: "Correct Composition," "Modern Book Composition," "Plain Printing Types," or "Title Pages." These four books were written by Theodore Lowe De Vinne.

If literature is not desired, the winner of first prize will receive a complete set — six in all — of THE INLAND PRINTER'S specimen books, namely:

"Bill-heads," "Cover and Title Pages," "Envelope Corner-cards," "Letterheads," "Cards and Tickets" and "Menus and Programs."

Second Prize.— Choice of the following books: "Design and Color in Printing," by F. J. Trezise; "Imposition," by F. J. Trezise; "The Practical Printer," by H. G. Bishop; or any four of the specimen books.

Third Prize.— Choice of the following books: "Concerning Type," by A. S. Carnell; "Vest-pocket Manual of Printing"; or any two of the specimen books.



Prize-winning ad. set by George Astler, in apprentice contest, at Denver, Colorado.

Read the rules of this contest very carefully and see that all are fully complied with, as failure to do so may debar your work. Special care should be taken to have the size of the paper correct.

When two or more arrangements are submitted each set should be wrapped separately and the several sets enclosed in one package.

THE LINOTYPE OPERATOR'S ASSIGNMENT WHILE WAITING FOR COPY.

Pawl Barr, who has always been considered a hot slug in the aviation business, gave an exhibition to-day. The dump was full of people who had come out to see him operate his machine.

The day was as bright as if it had been polished with graphite. The machinist having loaded the magazine with gasoline and pronounced everything O. K., the aviator slid into his elevator and threw on the clutch. The smoke ejected by the engine made the air look as though it had been sliced from the rear end of a composing-room.

His elevator ascended rapidly until about as high as the price of repairs. After the first advance, however, his machine proceeded to cast. The aviator had not expected this plunger, but with the aid of his parachute came down as slow as a crooked mat on a cold morning. The distribution of the machine was all over a forty-acre field. The aviator was luckier and lit on a matrix with only a bent shoulder and a battered ear, although as dirty as a proof. The crowd was as badly scared as a green comp. after a squirt, but stuck to its seats like metal on a spaceband and acted quite cam.

Pawl soon assembled himself and, saying it mitre been worse, called for his second elevator. With a "what-the-hell-box-do-I-care" start he was off his feet. After making three-quarters of a revolution around the field his machine began acting like a No. 1 when the machinist puts on a clean shirt, and soon made a recast.

N. B.— Pawl Barr will be buried in Gal. 13 of the dump reserved for Unprofane Comps. It is alleged that he will be quite lonely for a number of years. Obituary unnecessary. Ghost walks every Saturday.

———— ———— SLUG 11.

Written for THE INLAND PRINTER.

HOW I MADE MY START.

BY AN INLAND STUDENT.

I WOULD like to impress on young printers, and many of them, the value of studying the printers' magazines. A careful observation through more than a dozen years has shown that, without a single exception, every printer who could be called a first-class workman was a student of one or more of the magazines. By student I mean that they did not simply "take THE INLAND PRINTER," but they read and reread, studied the specimens, patronized the various criticism departments, and, when criticized, did not "get hot and quit," but profited by the advice. I have seen in little, poorly equipped country shops men who were doing a high grade of work, and invariably a stack of well-worn magazines was conspicuous. Once in a while, discussing this question with a printer, I have been asked what was the use in studying when he "could get as much money without." A little story of my personal experience might show some one "the use."

A few years ago I was running a paper for a stock company. The salary was not very great; in fact, it was so small that, after living expenses were paid, there was but very little left. I wanted to get into business for myself, but it seemed out of the question. About that time the business men in a town not far away, being dissatisfied with the paper printed in the town, bought it for the purpose of selling it to some one who would give them the kind of a paper they wanted. I heard of the deal and arranged a meeting with the committee in charge. Before starting I collected a number of samples of jobwork, copies of the paper, and went through THE INLAND PRINTER and other trade publications and marked on the cover the numbers of the pages containing comments on my work, clippings from my paper, etc. This was my entire capital. The meeting was held in the directors' room of the leading bank, and represented the largest business interests of the town. After introductions, the chairman asked me to make my proposition. I arose and said in brief that I had had years of experience, some ability, but no money. I told them that I was satisfied I could give them what they wanted in the way of printing and newspaper work, and asked to be allowed to buy the paper and let it pay for itself. I then asked them to look at the samples of work and the magazines. One man said, "Fellows, no such work as this has ever been done in this town," and their talk showed they were pleased. I then excused myself, telling them to discuss the proposition in my absence and call me when they reached a decision. Shortly I was recalled and told that my proposition had been accepted, and I wrote my own contract. I had bought a $2,500 business with only a few magazines and samples of work which I had learned to do through studying those magazines. The business is netting me a salary of $18 per week and leaving something over $100 per month besides. I believe it paid me to study the magazines; and THE INLAND PRINTER, king of them all, will continue to come to my address as long as I remain in the business.

WHAT THE LETTERS STOOD FOR.

"What do those letters stand for?" asked a curious wife of her husband, as she looked at his Masonic seal. "Well, really, my love," he replied, encouragingly, "I presume it is because they can't sit down."

Question Box

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Loose-leaf Patent or Scheme.

(1069) "I would be pleased to learn if any of your readers are looking for a loose-leaf patent or scheme."

Mailing-tubes.

(1084) "Will you kindly advise us where we can purchase mailing-tubes?"

Answer.— Chicago Mailing Tube Company, 435 South Hoyne avenue, Chicago.

Wax-engraving Electros.

(1090) "If it is possible, will you inform me as to the names of concerns that make wax-engraving electros?"

Answer.— The following concerns are makers of wax-engraving electros, known now as cereotype plates: Frank McLees & Brothers, 18 Rose street, New York city, and the Globe Electrotype Company, Chicago.

Tin Signs.

(1083) "Would you kindly place me in communication with a firm making a specialty of making tin signs?"

Answer.— The Charles W. Shonk Company, Maywood, Illinois, makes a specialty of lithographed tin signs. For hand-lettered and stencil tin signs, write B. F. Chase Sign Company, 22 North Fifth avenue, and the Cross Press & Sign Company, 1510 Dayton street, both of Chicago.

Handling Daily Newspaper Circulation.

(1089) "Can you tell me if there are any books published upon the subject of handling the circulation department of daily newspapers, or any publications devoted to that question — something that gives the working details of the latest and best systems in vogue?"

Answer.— Our catalogue lists a number of books treating the method of securing circulation, but we do not know of a published work giving methods of handling it in the circulation department. Some of our readers may be able to offer suggestions.

Piece Work—Eight-point on Ten-point Slug.

(1073) "Will you kindly inform us whether we should pay for composition on the Linotype, the operator working by the thousand, according to the face of type used or the thickness of the slug? That is, do fifty-one lines of eight-point make a thousand regardless of whether they are cast on slugs of a larger size than eight-point?"

Answer.— There is no established rule as to whether operators should be given the "white" on linotype slugs. According to agreement between the Typographical Union of Chicago and the Newspaper Publishers' Association, the operator receives only the face of the type, counting so many lines of solid type to a thousand, regardless of the size slug on which it is cast. In job-offices, however, wherever piece work is in effect, the operator is given the "white" — in other words, the lead cast on the slug. We might add, in this connection, that very few job-offices are working on the piece-work system. It is our opinion that on newspapers generally, where piece work is in effect, the operator gets only the face of the type.

Average Output of Junior Linotype.

(1086) "How many thousand ems, eight-point leaded, should a Junior Linotype machinist-operator deliver daily—ten-hour day — on an average, to be entitled to the wages of first-class man? During the ten hours he must light burner, wait for metal, care for machine in every way, etc.; all that is done on machine he is to do. Copy is average country-newspaper matter, set thirteen ems. I do not want 'records,' but what a man should deliver six days a week — fifty-two weeks a year."

Answer.— It is the opinion of our Linotype School instructor that from 3,000 to 3,500 ems an hour would be a good average under the conditions named in your letter.

Separating Slip-sheets and Printed Sheets.

(1091) "Can you tell us the name of the concern that manufactures a machine for separating slip-sheets and printed sheets from a pile? If you know of such a concern we would appreciate your putting us in touch with it."

Answer.— The only concerns we have listed as manufacturers of slip-sheeting machines are the Chambers Brothers Company, Fifty-second and Media streets, Philadelphia, Pennsylvania, and the Gilbert & Harris Company, 416 North Fifty-second avenue, Chicago, Illinois. We do not believe the last-named company has its machine ready for the market. As to the work performed by Chambers Brothers' machine, we suggest that you write direct to the company for particulars.

Gold Stamping on Job Press.

(1074) "I am sending you two samples of gold stamping done with a job press and gold size. The great trouble that we have is that the type does not cut the gold leaf clearly. It leaves a ragged edge. You will notice on the sample of velvet that the gold leaf would not stick to the sizing at all, and on the sample of cardboard the gold leaf sticks well enough, but the edges are very ragged, which will not do on this class of work. Can you give me a remedy for the above trouble?"

Answer.— For stamping on materials like samples submitted you have but little chance of success in doing the work on a job press. It takes heat to do it, and this you can get on a stamping and embossing machine. The binding medium required on velvet, watered surfaces and rough cover-stock is not size, but a powdered gum that melts under the heated impression. This is commonly known as

gilding powder, and it should be dusted over the part where the lead is to be laid. See bookbinding notes on stamping and embossing in the September (1911) number of THE INLAND PRINTER.

White Cloth for Children's Story Books.

(1071) "Will you kindly furnish us with the name and address of a manufacturer of a white cloth material, such as is commonly used in the making of children's story books?"

Answer.— The White Son Company, 500 Atlantic avenue, Boston, Massachusetts, manufactures what is known as white china cloth. Slade, Hipp & Meloy, 119 West Lake street, Chicago, can supply you with vellum de luxe. The Ideal Coated Paper Company, Brookfield, Massachusetts, manufactures a line of cloth-lined papers.

Hardening Agent for Plaster of Paris.

Dr. E. R. Bailey, 133 North Union street, Olean, New York, offers the following recipe, in answer to Question No. 881, July number of THE INLAND PRINTER: "Add plaster to water gradually until plaster sinks to bottom. Stir in about as much potassium sulphate (K_2 SO_4) as a case-knife would ordinarily hold on point. After cast is set, varnish with camel's-hair brush with a solution (saturated) of shellac and alcohol. This will make one of the very hardest casts. The finished cast, to make very smooth, could be rubbed with soapstone or commercial talcum powder."

Combination Blotter and Postal.

(1081) "I have a request for a combination blotter with return postal card attached. Can you inform me where this material can be bought?"

Answer.— Combination blotters and return postals can be made by any printer. Possibly they are carried in stock by specialty houses, but we are not aware of it. Blotting stock can be procured with either enamel or writing-paper finish on one side, and perforated so that part of it can be torn off for return postal. The Albemarle Paper Manufacturing Company and the Standard Paper Manufacturing Company, both of Richmond, Virginia, are large manufacturers of blotting-paper, and can give you full information as to whether the combination blotter and postal is carried by specialty houses.

Typographical Signs.

(1087) "Acting upon the suggestion of the Funk & Wagnalls Company, I write to ask if you have a leaflet or pamphlet giving the different signs and their meanings, as they are used in one way and another in books. For instance, the reversed 'P' and †, etc. I find many of these and others in my reading, and no books that I have seem to give their meaning."

Answer.— On page 2549, Webster's Dictionary, is given the full list of typographical signs, with definitions. We have no knowledge of any booklet giving definitions of these different marks. The signs mentioned in your letter are, respectively, the paragraph mark and the dagger, the latter being a reference mark — the second in order when more than one reference is made on a page.

Paper for Moving Picture for Advertising Slides.

(1072) "Can you tell me the kind of paper some of the moving-picture concerns are now using for advertising slides? The advertisement is printed on the paper in the regular way, the sheet of paper then placed between two lantern-slide glasses, and the printed part is thrown on the screen in black with white background, same as if the regular glass lantern-slide had been used. The fiber, or streaks, in ordinary paper prevents its use for this purpose, as it gives the background a mottled appearance."

Answer.— The grade of paper known as "Zephyr," silver-white in color, is probably the most transparent made. It should be printed with a full-bodied black ink, or may be printed with a heavy size and bronzed. The opacity of the print depends upon the amount of pigment held in the ink or by the density of the bronze. We believe you will be able to use the paper we refer to. It may be procured from the James White Paper Company, Chicago, Ill.

"Minerva" Printing-press.

(1075) "One of our clients in Latin America is very anxious to buy a printing-press as advertised under the name of 'Minerva.' Kindly let us know if you can give us the full name and address of the manufacturer of this printing-press."

Answer.— The "Minerva" printing-press was originally built by H. S. Cropper & Co., 33 Aldersgate street, London, E. C. It was also known as the "Cropper." Wesselhoeft & Zimmerman, 3 Farrington avenue, London, E. C., handle the "Phœnix" Minerva, and the Societé Augusta, Torino, Italy, makes what is known as the "Ideale" Minerva.

Memorandum-books.

(1080) "We are looking for a book that has, among other tables of ordinary information, statistics of voting and elections which we can use for distribution in an advertising campaign. We would want to use a few pages for description and cuts of our own product. Can you put us in communication with the proper parties who produce such a pamphlet?"

Answer.— Through the courtesy of the *Novelty News* we are enabled to direct you to the following concerns which make a specialty of printing books such as you describe: Leather — The Red Wing Advertising Company, Red Wing, Minn.; the Peacock Company, Providence, R. I.; the Parisian Novelty Company, Twenty-second and La Salle streets, Chicago; Walker Longfellow, Boston, Mass.; Gartner & Bender, 22 East Twenty-fourth street, Chicago; Elwood Myers Company, Springfield, Ohio. Paper —Aluminum Specialty Company, Manitowoc, Wis.; Douglas Printing Company, 2112 South Western avenue, Chicago; St. Louis Button Company, 400 Lucas avenue, St. Louis, Mo.; the Arms Pocketbook Company, 336 Asylum street, Hartford, Conn.; Riverside Printing Company, Port Huron, Mich.

Paste for Bottle and Can Labels and Envelopes.

(1079) "A couple of my customers are having trouble with paste. Will you kindly tell me the best paste for labels to be put on bottles and cans; also best paste or mucilage for heavy bond envelopes?"

Answer.— The following are good recipes: For labeling glass: Yellow dextrin dissolved in cold or lukewarm water; to each ounce of dextrin add 1 grain of thymol. Or, gum arabic dissolved in boiling water, to which is added glycerin equal to one-fifth the weight of the water and gum. For labeling tin: Make an ordinary flour paste and add 1 ounce tartaric acid for each pound of flour, also a cupful of molasses. The molasses should be stirred in while mixing the flour. Envelope and stamp mucilage: Dissolve 1 pound of gum arabic in boiling water, then stir in 4 pounds of sugar. When dissolved, add 1 pound of starch, then let the mixture come to boiling. Dilute with water as needed. A cheaper gum may be made up by using dextrin for gum, glucose for sugar, then, after these,

adding boric acid to thicken and preserve. This mixture must not be boiled, however, as that would destroy the dextrin.

Mirror Printing Company.

(1033) "Can you give us the address of the Mirror Printing Company?"

Answer.— There is a Mirror Printing Company at Albion, Michigan, which makes a specialty of labels and stickers.

Die-cut Stock.

(981.) "Can you advise us where we could purchase die-cut stock?"

Answer.— Die-cut cards may be had from paper-dealers. But stock of any other kind or shape will have to be ordered from the papermaker to the die-cutting house. In ordering die-cut stock, first supply the finishing house with a cutting-die — that is, where it is a special one. If an ordinary die, the finishing house will undoubtedly have it in stock. The following is a list of Chicago finishing houses: American Finishing Company, 542 West Harrison street, Chicago; U. S. Finishing Company, 216 North Clinton street, Chicago; Story Finishing Company, 326 South Clinton street, Chicago; Standard Playing Card Manufacturing Company, 345 West Michigan street, Chicago.

Learning Kinds and Grades of Paper.

(1078) "I desire to become more familiar with the various grades and kinds of book papers, method of manufacture, their special uses, etc., so that when I pick up a piece of paper I will know its name (not maker), composition and the use for which it is best suited. Which one of the books named in your list will answer my purpose?"

Answer.— "The Manufacture of Paper," by R. W. Sindall, F. C. S., "Miller's Guide," by John T. Miller, and "Practical Papermaking," by George Clapperton, all are listed in THE INLAND PRINTER'S catalogue of books, and cover the subject thoroughly. To become familiar with the different kinds and grades of paper, a knowledge of the processes of making should be supplemented with a careful study and comparison of papers received from the dealers. All large paper houses issue sample booklets of the different grades of paper carried, each booklet having explanatory notes of the size, color, texture and finish, number of sheets to the ream, etc. We would advise that you write for samples of the different papers handled by these houses and then begin a systematic comparison.

Protecting an Invention.

(1077) "May I venture to ask your advice regarding the following: I have thought of an improvement on the job galley and am desirous of having a model made of same and having it patented, and would like to know how to go about it; that is, if it would be safe for me to have a model made without the idea being stolen from me. Would also like to know who makes such models, and about what the cost of a patent would be. Is there such a thing as selling the idea, and how could I protect myself in so doing?"

Answer.— Write a description of the improvement, with any illustrations or diagrams you may desire, being sure to make the nature of your invention perfectly clear. Then have two or three of your friends sign the paper as witnesses. Sign it yourself, using the term "Inventor" after your name. This forms evidence of the priority of your invention. The model may be made by any machinist or possibly a sheet-metal worker. A regular model-maker usually exacts a high price for his services. If the device is of any value, you will have no trouble in selling it to some maker of galleys or dealer in printing supplies. Write to Patent Office at Washington for particulars as to cost of patent, and the taking out of caveat for protection of your invention.

Measuring "Dupes."

(1048) "A discussion has been raised in our office in regard to the proper way to figure out a scale with which to measure type ("dupes"), in both six-point and seven-point. Our measure is 13½ ems (pica) wide. The question is, How many lines to a thousand is right? The six-point comes out pretty even, 27 ems to a line, but the seven-point figures a fraction of an em per line, and a fraction of a line per thousand. What is the right thing to do with the fraction?"

Answer.— In measuring type, where the measure runs a fraction less than one-half an em over even ems, it is counted as a full half em. If the fraction is over one-half an em, it is counted as a full em. For instance: If there were 23¼ ems of nonpareil, brevier or any other type in a measure, it would be counted as 23½ ems. If there were 23¾ ems in the measure, it would be counted as 24 ems. Therefore, in 13½ ems pica there are 27 ems six-point to a line, and 37 lines to a thousand. In the same measure there are 23 1-7 ems seven point (which is measured 23½) to a line, and 42 lines to a thousand. The rule relative to a fraction of a line is variant. The best plan is to make allowance on the measuring-rod for fractions of lines.

Rules Working up in Forms.

(1085) "Since working in this office I have had a great deal of trouble with rules working up in the forms of a sixteen-page turf journal. The columns are thirteen ems wide and thirteen inches in depth, with five-point rules to divide the columns. The type-matter is set on a Mergenthaler. The pressman has sometimes cut very narrow strips of cardboard (about one-eighth of an inch wide) and placed these between the rule and the matter. Sometimes this remedy works fine and again it does not. I would be greatly pleased if you would give me such information as would enable me to apply an effective remedy."

Answer.— The cause of column-rules working up is that linotype slugs are smaller at the bottom than at the top. For this reason special linotype column-rules are now manufactured and are for sale by the Keystone Type Foundry, Philadelphia, Pennsylvania, and the F. Wesel Manufacturing Company, 70-80 Cranberry street, Brooklyn, New York. These rules are made larger at the bottom than at the top, so that working up is prevented, and they also enable a better lock-up. You might take your old rules to a machine-shop and have them filed at the top. However, this probably would cost more than the purchase of new rules. Another method is to take a sharp-pointed instrument and make a zig-zag furrow (or deep scratch) along the side of the rule, full length, near the bottom, causing a burr, which when locked up will adhere to the slugs and prevent working up. The cardboard method is unsatisfactory.

THE SAME, ONLY DIFFERENT.

A man went into a Southern restaurant not long ago and asked for a piece of old-fashioned Washington pie. The waiter, not understanding and yet unwilling to concede his lack of knowledge, brought the customer a piece of chocolate cake.

"No, no, my friend," said the smiling man, "I meant George Washington, not Booker Washington." — *Ex.*

Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

THE NEWSPAPER COMPOSITOR.

To the Editor: BOSTON, MASS., Jan. 10, 1912.

The writer recalls reading in an issue of THE INLAND PRINTER of several months ago an article contrasting the labor of the newspaper composing-room with that of the same department in the job-office. The article referred to stated that, while the ad.-composing-room force on the average newspaper has much leisure time "after edition," should a page ad. come up the "pipe" at midnight, this force of time-killers would at once become imbued, from desk to devil, with that hustle and jump necessary to get the copy into type and on the press.

The article also mentioned the fact that, while the ad.-man had more leisure time at his work than the job-compositor, the latter was seldom required to put on top speed — while his brethren on the morning paper were more frequently called upon to exert themselves in order to beat the clock.

In reading the communication of E. W. Fields in the December number of your magazine, I could not but recall the article previously published and dwell upon conditions as they really are.

As a graduate of the country print-shop, I appreciate very much the sentiments contained in the letter of Mr. Fields.

As far as the "leisure hours" in the newspaper ad.-room are concerned, they are a thing of the past. Like the foreman who knew his business, they have become a part of tradition. The average foreman of to-day is an individual who has had the position handed to him through priority or pull. And with the position he assumes the qualifications of the driver, evidently in the belief that so long as men are not loafing his position is beyond criticism in the publisher's view. It is immaterial what work the force is performing or making a bluff to do — and the foreman of the above caliber is often and easily fooled — so long as it is not enjoying any pleasure through conversation or otherwise, at the expense of the office, he is satisfied. There is nothing on the hook, every dead lead and letter has been returned to its place, and the force has divided itself into conversation squads. Then it is that this latter-day Legree overhauls the nooks and corners of the dead-racks in search of more in the line of "diss." with the object of breaking up this aforementioned leisure. He gives no thought to that page ad. which came up the tube at midnight on the day previous, and which put every man on the jump to make the edition. He little thinks that the following night might bring similar circumstances, and, despite his Legree methods, he expects that force to give all that is in it to save the day and, incidentally, his reputation with the front office.

The writer has met several of this class of foremen, and they are generally men who have grown up in the office and anticipated the foremanship for twenty or thirty years, evidently giving thought only to "what I'll do when that other fellow resigns or croaks."

It is this same individual who, when a new sub. shows up, puts the first and only question — "Are you an operator?" He never asks, "Are you a printer?" At the present time the fellow who can thump the keys is the idol of this type of foreman. And why?

There is but one reply. He is too ignorant to see that while he is flooding his composing-room with operators and "machine men" he is not getting any printers — and the newspaper ad.-room of to-day requires better printers than it did previous to the advent of the machine.

The term "machine men" is highly appropriate. Ninety-nine per cent of these "machine men" with whom the writer has come in contact are wholly incapable at the frame. They are "machine" men by name and vocation. Without the machine they are as useless in the composing-room as a shooting-stick on a battle-ship. In fact, a great majority of them are in a maze on anything but single-column straight.

The average apprentice of the newspaper composing-room quickly observes the lack of the knowledge of printing possessed by the "machine" men, and he at once assumes that he will steal the machine, get a card and join the "easy-money" aggregation. The apprentice neglects to learn the rudiments of hand composition because he has seen these fellows who possess less knowledge than he credits himself with owning "getting away with it." He gives little or no time to procuring a knowledge of printing, but is sorely ambitious for that last stretch of his apprenticeship. He finally gets it — and another "machine man" is on the market.

This ambition, or rather, lack of ambition, is contagious in every machine plant, where the boy can rivet his longing optics upon the line-producer.

At this rate, where are the printers of the future coming from? The country office has been drawn upon to the limit or has adopted the machine way of doing things, and, instead of producing the best printers, like the city outfit, the rural establishment joins the list of incubators of "machine men."

The job-offices in the larger cities have been drawn on to a vast extent when real printers were "absolutely necessary" in the newspaper composing-room, so that a good job-man is now at a premium. And the apprentice of to-day who has no opportunity to clean spacebands or plungers is indeed a most fortunate youth, as he will be THE printer when printers are at a premium and "machine men" are a drug on the market. And the blame or credit for this state of affairs, in the writer's opinion, can be laid at the door of the average composing-room foreman.

EDWARD A. BOYLE.

THE DEAF PRINTER.

To the Editor: COLORADO SPRINGS, COLO., Jan. 8, 1912.

In the two latest issues of THE INLAND PRINTER articles have appeared concerning the deaf printer. Now, in my opinion, these are timely in some respects; but, in many other ways, are simply an appeal in their behalf.

The main trouble with the deaf printer is simply because he was not trained as he should be. The old "hand-set days" are past; so are old methods. The deaf printer who learned the trade twenty years ago under those old methods can not reasonably expect to succeed, unless he is of the more ambitious class, and has learned present-day methods.

Even in this day of new and modern methods of typography, it is an assured fact that the trade, as taught in the majority of schools for the deaf, is not taught as it should be. The "old hand-set days" are still in vogue; in many cases the instructors are well along in years — graduates of the days of the old Washington hand press — and, when it comes to modern typography, they simply do not know where to begin. In other words, these instructors could not hold a position outside the schools that employ them. This assertion may seem pretty strong, but I stand ready to prove it.

Even the International Typographical Union has realized that printing as it was twenty years ago is obsolete; so to that end it conducts a school of instruction, where many "old-timers" learn the ways of present-day printing.

If all schools for the deaf were so fortunate as to possess an instructor like G. S. Porter, of the New Jersey school, there would be little cause for the deaf printer to fail in securing employment. Mr. Porter realized that the printing trade could not be of any material benefit when taught in the old way. After months of arguing he succeeded in having a Linotype installed, and an assortment of the latest type, rules, ornaments and initials added. The number of successful printers turned out by Mr. Porter can not be equaled by any school for the deaf in this country or any other.

So, do not blame the deaf printer for his incompetency — blame the school from which he graduated.

In some places the deaf printer is given steady employment, simply because he has a "pull" with the foreman; and, as far as competency is concerned, it counts for nothing — the "pull" is what counts. The same thing can be said of many of the instructors of the deaf printer — they know they can not make a success of their trade outside the school — but they hold these positions. It's the "pull" that counts. Under such circumstances what can we expect? Nil!

H. S. SMITH.

HAD LARGE IDEAS AND NERVE.

The following notice was recently posted in the various departments of the *Herald:* "The executive committee desires to call attention to all employees of the *Herald* to its invitation for suggestions affecting the news and advertising columns of the *Herald* and its circulation, which if adopted or considered practical, will be submitted to Mr. Bennett, with the name of the employee making the suggestion." This response was received from a member of the pressroom: "Discharge the board of control and business manager and reduce the price of the paper to 1 cent." The gentleman was called before the board of control and questioned; but he refused to back water and told them that if the suggestion was not sent to Mr. Bennett he would forward a copy of it himself.— *New York Correspondence, Typographical Journal.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THE late Col. George Shirley Maxwell, chairman of the publishing corporation of Chapman & Hall, Limited, left an estate valued at £114,321 ($556,172).

THE compositors at Dumbarton, Scotland, have recently secured an advance of 1 shilling and now receive 34 shillings ($8.27) a week. Advances were also obtained at Cupar of 1 shilling, and at Kirkcaldy of 2 shillings.

IT is announced that Sampson, Low & Marston are getting out a 3-guinea ($15.32) edition of "Lorna Doon," which will be guaranteed to last a thousand years, being printed on hand-made paper and bound in a special leather.

THE members of the Scottish Typographical Association last December voted on a proposition to form an "Edinburgh Female Compositors' Branch, under the auspices of the association." The vote resulted favorably — 1,927 against 1,050.

AS A result of a joint conference with the employers held last November, the printers of Perth, Scotland, obtained an increase in weekly wages of 1½ shillings (36 cents). The new scale of 32½ shillings ($7.90) a week went into effect December 2.

AFTER forty-two years' service in the composing-room of the London *Morning Post*, T. Elden has been retired on a comfortable pension. The chapel recorded its appreciation of his worth and sterling qualities by presenting him with a handsome chiming timepiece.

THE late John Anderson, one of Glasgow's best-known printers, was beloved by the newsboys and other street urchins of the city. He would often take a small company of them into a restaurant and treat them to a feast of pies, because of which they christened him "Pie Anderson."

THE Caslon Type Foundry, of London, reports having received an order for about one hundred and forty thousand pounds of type, which is believed to be the largest single order for type ever received by any typefoundry. The report does not state the name of the customer, which it might be interesting to know.

JOHN STEVENSON, a member of one of the oldest printing concerns in Newcastle-on-Tyne, died November 18, last, aged seventy-one. Over forty-five years ago, in partnership with a Mr. Dryden, he started in business in St. Nicholas' Churchyard, close to the workshop of Thomas Bewick, the celebrated engraver. Mr. Stevenson was still at work the day before his death.

AT the recent sale of the Huth library a copy of the 42-line, or Mazarin, Bible sold at £5,800 ($28,317). A vellum copy of the Vulgate, dated 1462, brought £3,050 ($14,838), and a copy of the same work on paper went at £1,900 ($9,243). A fifteenth-century manuscript of the Apocalypse, in old French characters on vellum, with a beautifully hand-painted miniature and an illuminated border on each page, sold at £3,550 ($17,270).

THE leading typefounders of the United Kingdom are contemplatig reducing the discount on type from ten per cent to seven and one-half per cent for cash and five per cent for three months' time. Besides the recent increases in the cost of labor and material, and extra clerical labor due to handling type on the old and new bodies, another interesting reason is given — namely, that "the present cheapness of money, as compared with its value some thirty or

forty years ago, renders almost ridiculous the allowance of ten per cent discount, which was then arranged." This evidently recognizes the quantitative theory of money as explaining in part the " rise in the cost of living."

THE gross profits for the last fiscal year of the Linotype and Machinery Company, Limited, as stated at a directors' meeting on November 27, were £158,707, as against £118,-725 the previous year ($772,109 versus $577,597). The presiding officer, Sir Joseph Lawrence, said a noticeable feature of their business had been that, while labor and materials were now higher than they were years ago, Linotypes of the same class as were made twenty years ago remained practically at the same price. By the introduction of the Linotype the public, the newspaper proprietors and the printers had benefited and the operators had not suffered. The introduction of labor-saving appliances in the past had been attended by the displacement of labor, but in the case of the Linotype those workers who in the early years of its history had been temporarily displaced had been reabsorbed through the impetus given to the printing trade by the use of the machines.

ONE Louis Rothenberg sued the London and Provincial Society of Compositors for one week's unemployed benefit (14 shillings), which under the rules of the organization had been refused him. The matter came up before the city of London court on last November 28. The society, through counsel, announced its principal defense was that it was a trade union and therefore an " illegal " society, and, this being so, under the Trade Union Act of 1871, cap. 31, the plaintiff was debarred from recovery, as the court had no jurisdiction. This view was taken by the court as correct, and it dismissed the case. In giving judgment, Judge Lumley Smith said that, so far as he could see, the rules of the society were in restraint of trade, although a man need not go into the society unless he liked. It was rather unusual to find a trade union setting up that it was an illegal body, but there it was. He could quite understand them in saying that the matter should be settled by their own people.

THE London branch of the Electrotypers' and Stereotypers' Association has entered into a five-year agreement with the Stereotypers' Trade Protection Association, by which the working week is fixed at fifty hours and the minimum wage at 44 shillings ($10.71). All public holidays are to be paid for and overtime is to be paid to members working on such holidays. An increase of 4 shillings per week took effect November 1. Because of this new scale the prices for electrotypes and stereotypes has been raised, the new rates being as follows: Electrotypes, unmounted, 1 penny (2 cents) per square inch — minimum, 6 pence (12 cents); mounted on wood, 1⅛ pence (2¼ cents) per square inch — minimum, 6 pence; mounted on metal base, 3 pence (6 cents) per square inch — minimum, 1 shilling (24 cents). Stereotypes, ⅝ penny (1¼ cents) per square inch — minimum, 4 pence (8 cents). Nickeled stereotypes, ¾ penny (1½ cents) per square inch — minimum, 5 pence (10 cents).

GERMANY.

ON account of the recent advances in wages a number of German journals have increased their subscription and advertising rates.

ON last October 1 the German Typographical Union had 65,427 paying members and assets of the value of 8,721,-959.21 marks ($2,075,826.29).

THE government printing-office of Germany has installed a rotary press for printing postage-stamps. Up to 1900 the stamps were printed on hand presses, then on cylinder presses. The new rotary has several times printed two million stamps a day.

THE *Zentral-Zeitung für Optik und Mechanik* seriously informs its readers that " Gutenberg was led to invent typography by noting the impression of a horse's hoof in the dust of the street."

THE master printers' society of Berlin has issued a notice to the public of an increase of ten per cent in the price of printing, because of the new employees' wage-scale, to take effect January 1 of this year.

A PRESS manufacturer dunned a printer who had bought a machine, saying that he had had it a year without making any further payments. " But," replied the dunned, " I do not know that I owe you anything. When I got the press you said it would pay for itself in six months."

REPEATEDLY foreign craft journals do THE INLAND PRINTER the honor of reproducing excellent specimens of typography shown in its pages. The latest to do so is the *Journal für Buchdruckerkunst*, of Berlin, which in several issues copied freely from these pages, giving proper credit.

HERR ARTHUR WOERNLEIN, managing director of the German Book Trades Association, with headquarters at Leipsic, died on December 11, 1911, aged fifty. He had been officially connected with the association since 1897, and being an able and affable man was generally well liked. Your scribe had the pleasure of meeting him in the summer of 1906.

THE D. Stempel typefoundry at Frankfurt a. M., and the Mergenthaler Composing Machine Company, of Berlin, have put on the market a new type-body, measuring 6½ points, which they call " Insertio." It is mainly designed for want advertisements in newspapers, and four faces for such use are shown — light and heavy face German and light and heavy face Roman.

A METHOD to supersede overlaying by interlaying printing-blocks and cuts has been introduced by Doctor Albert. In this method an impression of the block is taken on a sheet of thin zinc, protected on the reverse side, which is then etched. The etching is kept up until only the shadows are unaffected, the thickness of the sheet thereby becoming graduated from the deepest to the lightest tones. This plate is fastened to the underside of the printing-plate, and before mounting considerable pressure is applied on a level slab, so that the contour of the surface of the plate is made to correspond to the thickness of the zinc interlay.

AN item going the rounds of the German press states that bills of fare (menus) originated in 1541. During a session of the Reichstag at Ratisbon in that year there were naturally many banquets. At one of these the Grand Duke Heinrich of Braunschweig had a long slip of paper before him on the table, which he frequently consulted. Duke Hugo, of Montfort, a neighboring banquetier, wondered at this, when Duke Heinrich showed him the slip, on which the chef of the kitchen had listed all the edibles and drinkables in due rotation. The idea at once became popular with the participants of the feast, who introduced such bills in their own houses.

THE production of " penny dreadfuls " *(Schund-Literatur)* appears to be as flourishing a business in Germany as elsewhere. The latest calculations indicate that the youth of Germany spent $15,000,000 for this sort of mental pabulum in 1908-09. As in America, England and France, the subject-matter is mostly crime, and criminals and detectives are generally the heroes. Marie Corelli and Hall Caine would surely be satisfied with sales approaching some of

these — 100,000 to 150,000 copies. The industry appears to thrive with the agitation against it, for, although there is a society working strenuously for its discouragement, the output in the year previous (1907) was valued at but $12,500,000. Yet $15,000,000 a year on "blood and thunder" literature, while deplorable of course, is hardly an extravagant expenditure. In German coinage it represents 6,000,000,000 pfennigs, which, divided among a population of 65,000,000, would mean but 94 pfennigs (22½ cents) a head, or $1 a year for each family.

BEING an American, your correspondent ought to love the town of his birth, but it happens that he doesn't, and therefore it will not be named. But he does love that thousand-year-old city of the Palatinate, within sight of which his father was born — namely, Spires (or Speier in its own speech), a place founded by the Romans on the left bank of the Rhine. Spires is brought to one's attention just now by the fact that the *Speierer Zeitung*, which had its beginning in 1781, on last October 28 attained the one hundredth anniversary of its possession by the Kranzbühler family, from Johann Friedrich to the present Julius Kranzbühler. A special edition was issued to celebrate the occasion. Among its contents was an interesting article about the early printers of Spires, who were among the first to spread the black art abroad. There was Johannes de Spira, who had a printing-office in Venice in 1469, followed by Wendelin of Spires (1470-77). A Spires craftsman also brought the typographic art to Granada in Spain. Johann Schwab printed at Lyons and Pforzheim, Ludwig Dietz at Rostok, and Bartholomäus Kystter at Strasburg, all coming from Spires in the last years of the fifteenth century. Two men whose names have eluded the historians had offices in Spires in 1471-72. After them the Drach family brought renown to the city with their printing-office, from 1477 to 1530. The brothers Conrad and Johann Hist printed here from 1483 to 1520. Spires being about half-way between Mayence and Strasburg, and almost as important a place as either, it is no wonder that printing took an early hold there.

FRANCE.

AN official report on wages and cost of living in France shows that the present hourly wage for compositors in Paris and Marseilles is 14½ cents; in Bordeaux 13 cents, and in Lille 7½ cents.

FRENCH journals have but one daily edition. Most papers of Paris appear on sale about 6 A.M., *Le Matin* being the earliest. *La Patrie* appears at 3 P.M., *L'Intransigeant* and *La Presse* at 6 P.M., and *La Liberté* and *Le Temps* at 7 P.M.

THE Paris pressmen's local union, by a small majority vote, has decided to grant an amnesty to such former members who after the strike of 1906 gave up their membership. The object is to strengthen the organization preparatory to asking for a wage increase.

THE noted author, Anatole France, who was once a compositor, recently brought suit to enjoin Lemerre, the publisher, from issuing a history of the French people, which the author had written some twenty-five years ago for Lamerre, but which the latter had taken no steps to publish until now. The author based his suit on the plea that his views had changed during this long time, since the new discoveries made in the archives of the country had put historical matters in a different light for him, and the work could not now appear as one for which he should be taken as sponsor. The publisher argued that, as a publisher, he was a better judge of the opportune or proper time when a book should be issued — when it would be most profitable to him; besides, he had paid the author for the work, and its owner had a right to do with it what he pleased. The plaintiff's counsel then showed how little France had been paid for the work, he being at that time a mere assistant in Lemerre's book store, and that to-day the publisher wanted to trade on the fame he had gained since then as an authority on historical and philosophical subjects. The court decided in favor of the author.

LAST November it was one hundred years since Napoleon I. signed a decree that all publications appearing for sale should be listed, so that he might become acquainted with all literary works issued in France. This gave rise to a weekly publication—*La Bibliographie de la France*—which gives the titles of all current issues that are entered, as per law, at the Ministry of the Interior, to secure copyright. This bulletin is published by the Cercle de la Librairie et de l'Imprimerie. It misses the titles of many books, however, because some provincial publishers neglect to regard the copyright provision.

THE editor last month told of his woes because of the misplacement of the word "only" in an editorial squib, and, as usual, the proofreader does not escape without some blame. This correspondent has had some of his matter appear differently from what he intended it should be, but, not being able to refer to his manuscript, he hesitates to blame either the compositor, the proofreader — or himself. Foreign words and names seem most prone to getting awry. One example, whose aberration was a bit peculiar, may be noted. In the last September issue, page 876, in an item under the subheading "France," was noted the cost of a proofreader's error, in a case where "drops" was in the first edition of a book, but appeared as "grams" in the second. Your scribe was vexed when he saw that "grains" was printed instead of "grams." On referring to his preparatory notes he found that he had written "grams" therein; but the paper was of a poor grade and somewhat bespecked, and it so chanced that the *m* of the word came under a speck and was made to resemble *in*. Hence it was quite possible that, when rewriting in a more readable script (for the benefit of the compositor), he read it and copied it as "grains." And yet "we hae our douts."

THE Central Committee, or executive council, of the French Typographical Union (La Fédération Française des Travailleurs du Livre) recently suspended the Paris local pressmen's branch, the cause of this being given as follows: The pressmen's local, which appears to have a large majority of radical-minded members, nominated four radical candidates to stand at the last election for representatives on the Central Committee. The committee, which on the whole is moderately conservative — at least not rabidly socialistic — induced four other pressmen to run who were more in accord with its milder policies, and these received a large majority of the votes cast at the election, which was held last spring. This so angered the radicals that they brought about the exclusion of these four victors from their union, on the ground of infraction of its rules — some dubbing them traitors to its interests. The Central Committee, after a lengthy correspondence between the two bodies, and after three months' grace, made reprisal by suspending the pressmen's local until the next general convention of the federation, which will take place in 1915. Then the local compositors' branch took up the matter in sympathy with the pressmen, and called a meeting of all craftsmen to voice a protest. But the Central Committee does not take this seriously, as it falls back on the support of the provincial locals, which are not so

radical-minded as those of Paris. And here the matter rests at last accounts.

RUSSIA.

THE compositors in the Warsaw printing-office struck in the early part of last December, and all papers except the official *Dnewnik* had to suspend issues. Later the employers gave in and accorded wage increases of from five to fifteen per cent.

A STORY going the rounds of the papers of Germany tells the following about Duke Dmitrij Alexandrovitch Tolstoi, who in the eighties of the last century was minister of the interior of Russia, and who, besides being notorious because of his real Russian methods in the supervision of universities and the regulation of students, got some fame as a declared enemy of the art of printing. One day one of his subordinates, to whom he had granted a vacation, came to take farewell of him. "I wish you a pleasant trip," the Duke said; "where are you going?" "As far as the Rhine, your excellency. It would please me to execute any commission you might have." "A commission — none that I know of. . . . Apropos, will you reach Mayence?" "I expect to be there several days, sir." "Well, then you may do me a great favor by going to the monument of Gutenberg, and spitting in the fellow's face three times in my name."

SYRIA.

A BANKER in Beyrut, Viscount Philippe of Tarrazi, over twenty-five years ago began the collection of Oriental newspapers and publications. This was no easy undertaking under the reign of Abdul-Hamid, when everything was suppressed which in any way seemed to favor liberty. In writing to a friend, the Viscount says: "I have secured a considerable number of precious rarities. It would be needless to enumerate the troubles I have had in attaining my ends, in a country where the persecutions by Abdul-Hamid have destroyed all Oriental literary products during a reign of thirty-three long years." His collection contains exclusively publications in the Arabic, Turkish, Armenian, Syrian, Persian, Tartaric, Japanese, Chinese, Indian and Hebraic tongues. It is no doubt the most complete collection in the domain of the Mohammedan press.

HOLLAND.

THE subject of printing costs is also under consideration in the Netherlands. E. J. De Groot has compiled a work entitled "*Handleidung bij het Preijsberekenen van Drukwerk*" ("Assistance in the Reckoning of the Cost of Printing"), which is published by the *Nieuwe Tijd* printing-house, 20 Raamgracht, Amsterdam.

ON last November 26 occurred the death of Joh. Enschedé, the head of the old and well-known Enschedé typefoundry and printing-office of Harlem. The deceased was a most industrious man and remained hard at work, even though in later years a painful malady was a constant hindrance. His deeds brought him many honors, and he will be much missed in Dutch printerdom.

SPAIN.

KNOWLEDGE of the whereabouts of one Salvador Albert Marqués, a printer who left Spain some thirty years ago, is asked for, because of an important heritage. Any information may be sent to the editor of *La Typographie Française*, 62 Rue Saint-Antoine, Paris, France.

THIS coming spring the Circulo des Bellas Artes, of Madrid, will hold an exposition of graphic industries, comprising displays of machinery, tools, papers, inks, books, periodicals, posters, calendars, view post-cards, diplomas, etc. Three degrees of honor certificates will be awarded for the best exhibits.

JAPAN.

A NEW magazine has been started, whose translated name is *New Japanese School*, to propagate a new alphabet for the language, one more in line with the modern needs of the people than the ancient one. This contains twenty-four letters from the Roman alphabet, to which are added forty-seven other simple and twenty-five accented characters.

AUSTRIA.

THE fifty-year-old daily, *Das Vaterland*, of Vienna, ceased publication on January 1. The presumable cause of this is the fact that its owners and editors stubbornly refused to adopt modern ideas and methods, *Das Vaterland* being to-day in every particular what it was when started.

SWITZERLAND.

THE record of having worked fifty-eight years for one concern was gained by Johann Müller, foreman of the Stämpfl & Co. printing-office, in Berne. Herr Müller's death occurred early last December, at the age of eighty-three.

PROGRESS IN PHONETICS.

Students of phonetics and the admirers — and others — of the "nu spelin," beloved of Mr. Carnegie, will be interested to hear of the birth of yet another new language, the genesis of which is attributed to dissatisfied Esperantists. It is called "tutonish," and in some respects is a kind of abbreviated longhand. Thus "be" is written "b"; "been," "bn"; "and," "n"; "etc.," "nst"; "or," "r"; "so," "s"; "to," "t"; "of," "v"; and "as," "z." The days of the week are: eniad, tvod, triad, firad, feivad, sixad and sevnad; and an ox is "oks," cow is "ko," calf is "kalv," mare is "maer," "filly" is "filfili," etc. There are no capitals and very little punctuation, if one may judge from a pamphlet setting forth the claims of "tutonish," in which we are told "z this is a friendly international effort t simplify n reunite our diverse irregular n complex teutonic mother tongues into one single simple regular phonetic n euphoneous tutonish union tongue for the whole teutonic race, it is therefore really one v the greatest missionary undertakings v the twentieth century." If this is a fair sample of it, some of us would choose for it a shorter description, and a strictly phonetic one at that.— *Stationery World.*

HAD BEEN THERE, TOO.

Father Cavanaugh, president of Notre Dame University, is credited with telling the following story at a recent banquet:

"There is the Swede. The men, vikings of power and energy; the women, gentle, patient, and with a wonderful faculty of unconscious humor. You may have heard of that sympathetic soul who entered into the sorrows of the family in such a beautiful way. She had noticed that the son and heir whom she had never seen before had appeared for a short time around the holidays. She observed that he disappeared shortly after and that his mother wore a look of sadness, and so she said: 'I see your boy come a while home and now he ban gone again. Is it something wrong?' To which the proud mother replied, 'Oh, Charley has been in Yale for the last four months and now he's gone to Yale again.' Shadows lurked within the eyes of the sympathetic maid servant as she answered. 'Ah, yes, Ay know. Ay have a brother ban in yail several times, too.'"

Newspaper Work

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 33.

If you missed the announcement of Ad.-setting Contest No. 33 in last month's INLAND PRINTER, do not fail to look it up. There is not much composition on the ad. and it will pay you to enter the contest and receive all the benefits. Remember, every compositor who sends in his ideas of how the ad. should be set receives a complete set of the ads. submitted. This means that he will probably receive a package containing in the neighborhood of two hundred ads., all set from the same copy by different compositors. Even if you do not win a place in the honor roll, the labor of setting the ad. will be well repaid. There is still plenty of time to enter the contest, as it does not close until February 15.

Request for an Unusual Rate-card.

BROOKLYN, NEW YORK, January 8, 1912.

Editor, Inland Printer, Chicago, Illinois:

DEAR SIR,— I have been wrestling for years with a rate-card for our weekly publication of about 5,500 circulation. I have tried a flat rate, but found it will not work. Would you take the trouble to compile a rate-card that would be suitable for us, for one, two, three and four insertions, two, three, six and twelve months, from a maximum of 50 cents to a minimum of 37 cents? No reduction for space — that is, rate for 10 inches should be ten times as much as for 1 inch.

Thanking you in advance, I am, Yours truly, J. A. HARPET.

It is rather unusual for a paper to allow a time-discount and not a space-discount, but it ought not to be difficult to arrange a card that would be satisfactory. It is customary to allow a greater reduction *per inch* for the first few insertions than is allowed on contracts for six months or a year. In the card below there is a reduction of about 1 cent per inch for the first eight insertions and a little less reduction per inch on longer contracts:

	Per Inch.	Total.
1 week	$0.50	$ 0.50
2 weeks	.48	.96
3 weeks	.47	1.41
1 month	.46	1.84
2 months (8 weeks)	.44	3.52
3 months (13 weeks)	.42	5.46
6 months	.39	10.14
1 year	.37	19.24

If you wish a pro-rata reduction from the first insertion to the fifty-second (yearly order), reducing the price as stated from 50 cents to 37 cents, this is very easily figured, as the average is exactly a quarter of a cent per inch, and the card would read thus:

	Per Inch.	Total.
1 week	$0.50	$ 0.50
2 weeks	.49¾	.99½
3 weeks	.49½	1.48½
1 month	.49¼	1.97
2 months (8 weeks)	.48¼	3.86
3 months (13 weeks)	.47	6.11
6 months	.43¾	11.37½
1 year	.37¼	19.37

Christmas Issues.

The season's output of Christmas issues is apparently just as big and perhaps a little bigger than in previous years, and the proportion of illuminated stock covers to special covers remains about the same. The stock cover is far less expensive than a special cover produced in the home office, and many times more attractive. Unless the publisher of a country weekly can afford to spend the money necessary to get out something really worth while, it would seem that these ready-made covers answer the purpose very nicely, and while it is a commendable ambition to desire something different from others, the publisher should remember that his subscribers will not see any other paper with the same cover, even if he does discover several among his exchanges. Many publishers make it a point to secure an annual ad. from as many as possible of their local manufacturing establishments for their annual Christmas numbers. This is a good plan, of course, but why not get your manufacturers in the habit of advertising in an "Annual New Year's Number," instead of crowding their business into an issue which is already full of the announcements of merchants anxious to secure the holiday trade? A New Year's number, giving a résumé and statistics of the year just closed, will be a much more appropriate place for the advertising of the local manufacturers, and the advertising will be of more benefit to them, too. In some of the medium-sized cities this is being done by daily papers, and it would be a good move for publications in the smaller towns — even the weeklies. It is all very nice to have one big, thick issue, but there is less expense in the other plan. Another scheme that is being worked to advantage by the dailies is the publication of two or three holiday numbers, taking orders from local merchants for large space in all three issues. Among the Christmas issues received this season the plan of the Ottawa (Ont.) *Dipper* appealed to me as unusual and a good one. The regular paper was printed, and the *Christmas Dipper* enclosed as a supplement. The latter consisted of forty-four pages and cover, the pages a little larger than those of THE INLAND PRINTER, printed on enameled stock. If the new recommendations of Postmaster-General Hitchcock be adopted, this kind of a supplement will not be permissible, however. The *Daily Missoulian*, Missoula, Montana, published a nicely printed and bulky number of seventy-two pages, packed full of well-set ads. Another particularly good number was the sixteen-page issue of the Richwood (Ohio) *Gazette*, with its special home-printed cover in red and green inks. Among the other Christmas numbers, those most worthy of commendation were the following: *Beckman County News*, Elk City, Oklahoma; *Lehigh Valley Argus*, Lehigh, Iowa; *Berkshire Courier*, Great Barrington, Massachusetts; Thayer

(Kan.) *News*, Montgomery (W. Va.) *News*, East Stroudsburg (Pa.) *Press*, Mahanoy City (Pa.) *Tribune*, Cimarron (N. M.) *News*, Granby (Que.) *Leader-Mail*, Moberly (Mo.) *Monitor*, St. Clair (Mich.) *Republican*, Minneapolis (Kan.) *Better Way*, Gallatin (Mo.) *North Missourian*, Lestershire-Endicott (N. Y.) *Record*, and New Britain (Conn.) *Herald*. Every publisher of a country paper will appreciate the difficulties encountered by R. A. Turner, printer-editor of the *Laramie County Times*, who set the ads., did the make-up and presswork, writing and general supervision of a Christmas issue of thirty-two six-column pages. He sums up the difficulties and the workings of the editor's mind in an article headed "Thirty," written at the last moment before closing the final form:

The country office can not have its big force of trained specialists and the nicety of system resulting therefrom. Neither can it afford to possess the number of laborers or the mass of material necessary to get up and keep "open" features until an orderly arrangement and toning-up is made. Features must be grabbed from the passing suggestion, thrown together amidst the perplexities of annoying mechanical problems, and rushed through the press while the waiting readers are enjoying the wealth and luxury of a Carnegie — in their dreams. A hundred feature suggestions are accumulated and a mass of incomplete data is gathered — enough for forty more pages — and a thousand little alterations and technical improvements and rephrasings occur in the hurried last review. Intended, but omitted, write-ups flash across the mind; items forgotten freshen and blossom in the memory, and the aftersight sees a hundred flaws that the weary foresight looked for in vain. But too late — the ink is dry on the finished pages — press day is already passed, and it seems as if the clarion voice of the early rooster is caroling the dawn of another day. Another edition might contain the improvements now suggested, but it would lack others. The edition is as it is because it is. If you like it, well and good; if not — well and good, also, though not so well and good.

Mr. Turner had the assistance of only two men in getting out this thirty-two page paper, and the work was accomplished in just two weeks, getting out one regular issue in the meantime. He personally set eighty columns of attractive ads., and did excellent presswork on a press with nonadjustable rollers in a stove-heated room.

J. V. Price in a New Location.

Readers of THE INLAND PRINTER will remember the descriptions of Christmas issues received annually from J. V. Price, at Christchurch, New Zealand. A few months ago Mr. Price resigned his position to accept the factory management of the large printing-house of Osboldstone & Co., Melbourne, Australia. Among the publications issued from this plant is the *Southern Sphere*, and we have just received the Christmas issue from Mr. Price, the cover-page embossed in tints and colors. It would delight any printer's eye to examine this number, as the greatest care has been taken in grouping the half-tones and in embellishing each page, until it can truly be termed a work of art. Some of the pages are printed in delicate and appropriate tints, and this, coupled with most careful make-ready, makes a finished book that could hardly be surpassed in America.

Ideal Home of a Country Newspaper.

The photograph shown herewith is the home of the Foley (Ala.) *Onlooker*. Frank Fesler, the proprietor of the *Onlooker*, calls it a "Model Bungalow Print-shop," and describes it thus: "The new home of the *Onlooker* is of concrete in imitation of stone, 22.8 by 60 feet, with ten-foot ceiling, has light all around, concrete foundation for gasoline engine and Hoe newspaper press. I have two jobbers, five double stands full of type, three imposing-stones, paper-cutter, etc. The *Onlooker* is a four-year-old, eight-column folio, home print, and doing pretty well, thank you." The picture indicates that Mr. Fesler is not troubled by very close neighbors, and his home must be a very prominent feature in the landscape of Foley. The prominent sign, with no other advertising matter on the walls or in the windows, shows good judgment, and it stands out like the principal line in a well-displayed ad.



Reproduced from post-card issued by *The Onlooker*.

Pictorial Edition of the Greenville Reflector.

"For the purpose of impressing the fact that Greenville is the best town, and Pitt county is the best county in all North Carolina," the Greenville (N. C.) *Daily Reflector* published a pictorial edition that was creditable from every standpoint. There were sixteen pages, printed on supercalendered stock, and fully illustrated with excellent half-tones. The publishers give C. W. Hearne, foreman of the *Reflector*, full credit for having conceived and planned the edition, selecting and arranging the illustrations, and giving it his personal supervision in all its details.

Excellent Tasmanian Annual.

No effort is spared to make the *Courier Annual*, Launceston, Tasmania, a finished product of the printer's art. Outlined and vignetted half-tones, surrounded and

embellished by artistic drawings and printed in different tones of ink, give the illustrations an attractiveness seldom equaled. The *Annual* would be a credit to any office, whether in Australasia or America.

Hungarian Paper Twenty Years Old.

Cleveland's Hungarian paper, *Szabadsag*, was twenty years old in December, and to celebrate the occasion published a "Twentieth Anniversary Number" of 112 pages. It was divided into seven sections, each of which was enclosed in four pages of color, making a most attractive and impressive issue.

First Page that Is Full of News.

It is seldom that a first page shows so many news items featured as appear in that of the Visalia (Cal.) *Delta*, which is reproduced herewith. Here are sixteen articles, each with a "feature" head, and only three of them are


GREAT NEWSPAPER BARGAIN:—Visalia Morning Delta and S. F. Bulletin By Mail or Carrier 65c per Month

VISALIA MORNING DELTA

VOL LVI XXXIII VISALIA, TULARE COUNTY, CALIFORNIA, WEDNESDAY, DECEMBER 6, 1911 NUMBER 91

VISALIA IS TO HAVE IRONCLAD "DRY" ORDINANCE

JURY TALESMEN JUSTIFY ATTITUDE TAKEN BY THE DELTA

CHINESE ARE GUILTY SAYS THE PUBLIC

80 CITIZENS OF VISALIA UNDER SHADOW OF LAW

BOARD OF CITY TRUSTEES WILL PASS NEW LAW REGULATING LIQUOR TRAFFIC UPON THE ADVICE OF CITY ATTORNEY

DEFENDS SUPERVISORS IN CASE OF HIGHWAYS

WHITE SAYS HE STRUCK IN DEFENSE

METEOR OF SOCIALISM IS FALLEN

LEGISLATURE FINDS STONE WALL AHEAD

PARENTS INTEREST IS BEING AROUSED

JUDGE CUTS HEARTS OF M'NAMARAS

REBEL LEADER SWINGS WITH EIGHT OF THOSE WHO FOUGHT WITH HIM

GOMPERS GLAD THAT DEATH SENTENCE IS NOT GIVEN BROTHERS

THEY DEMAND A CLEAN CITY

COUNTY SUPERVISORS WILL MEET AND PLAN FOR A GREAT EXHIBIT

MAXIMUM SENTENCE GIVEN DENTIST WHO KEPT CHILD IMPRISONED IN HIS OFFICE

CITY TRUSTEES WILL BE ASKED TO ADJUST HIGH SCHOOL BILLS

DEMOCRATS ARE ITCHING TO GET THEIR WHACK AT NEWER TARIFF REVISION

A highly "featured" first page.

continued on inside pages. This issue of the *Delta*, which is submitted by J. Warren Lewis, has a large amount of advertising, all nicely displayed. There is one feature of the paper, however, which deserves criticism, and that is a department headed, "City Arrivals and Departures," in which there are only ten items of news and twenty-six local reading notices. It will not hurt the value of these reading-notices to the advertiser a particle to run them separately, under a suitable heading, and it will be more pleasing to the subscriber.

Important Consolidation in Norfolk.

Norfolk, Virginia, now has but one morning paper. On January 1 the *Landmark* was consolidated with the *Virginian-Pilot*, the new publication retaining most prominently the latter title. In cities where it has been demonstrated that there is hardly room for two papers, in either the morning or evening field, it is much better, both for the publishers and the city, to get together.

Good Ad. Display.

Among the many ads. received the past month are several sent to show rapid composition. This is a feature of ad.-setting, particularly on daily papers, which must always be taken into consideration. There is little time to study out which of several arrangements or which face of type will be best, but the compositor must be able to decide


To Save Money On Your Christmas Presents Attend the

BIG AUCTION SALE OF ALL KINDS OF JEWELRY

¶ Christmas is in sight, it will not be long before the stockings will dangle from the mantlepieces, and they must be filled. If you wish to save money on the better grade of presents attend the

Auction Sale at 204 South Elm Street

Every Day This Week at 2.30 P. M. and 7.30 at Night

¶ Unmatchable Bargains in Diamonds, Silverware, including Roger's Best, Cut Glass, Novelties, Watches, Art Goods, Etc.

¶ No sale the equal of this has ever been held in this city. Don't miss it.

You Buy at Your Own Price

No. 1.

at a glance and lose no time in "false motions," either of hand or brain. W. Ellis Speer, Greensboro (N. C.) *Daily News*, sends several ads., together with the original copy, with explanations of the amount of time consumed in setting them. The half-page auction ad. (No. 1) was set from typewritten copy in thirty minutes, which, it must be conceded, is rapid work, and the result is not a bad-looking ad., either. No. 2, another half-page, was handled, aside from the eight-point machine composition, in one hour and fifty minutes. This includes thirty minutes consumed in laying out a dummy, as the copy was written on small sheets of news print, with no indication as to display or arrangement desired. The ad. could hardly be improved on, even with the reprint copy to work from. Possibly some plan could be devised to give a little more prominence to the principal display line, but this is about the only thing in


Best Silk Selling of Whole Year Monday

WOOL BLACK SATIN ON SALE MONDAY

Meyer's Special Dress Forms Make Dressmaking Easy

Do Your Christmas Shopping Now

Suits for Boys and Coats for Girls Have Met the Blue Pencil and Are Much Reduced

Sale of Suits Without a Parallel

A Tailored Skirt Made to Your Individual Measurement for $1.00

Meyer's DEPARTMENT STORE GREENSBORO, N.C.

No. 2.

the ad. that could be criticized. From several ads. sent by Charles H. McAhan, St. Joseph (Mo.) *News-Press*, I have selected one for reproduction (a full page — No. 3), as it shows what can be done without the use of a single panel. Panels often are an absolute necessity, but frequently too many of them are used in a single ad., and Mr. McAhan's work demonstrates that it is possible to set a well-balanced and attractive ad. without any. From two large packages of ads. sent by Alfred Steinman, Modesto (Cal.) *Herald*, one is selected as showing excellent use of white space (No. 4).



No. 3.

The balance of Mr. Steinman's ads., as usual, show good taste. C. D. Cook, Weston (W. Va.) *Independent*, sends two ads., in one of which the panel idea is overworked, although both are well balanced. A full-page ad. from Charles McLeonhardt, Terre Haute (Ind.) *Star*, is nicely displayed, showing good judgment throughout. I hope Mr. McLeonhardt will send more specimens of his work.



No. 4.

Charles E. Helfrink, Galesburg (Ill.) *Republican-Register*, had a difficult task in a six-column department-store ad., which he handled very nicely. It was badly crowded, but by the use of smaller body type about four points more space could have been left around the panels, and this condition could have been improved. One more ad. deserving of particular mention came from C. Levine Price, Westminster, Maryland. It is neat and artistic, but the use of a condensed letter for the signature was a mistake.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Shelbyville (Ind.) *Democrat.*— You are publishing a very satisfactory paper, although the presswork might be improved by a more even distribution of ink. First-page columns should be about one line longer; it is evident that not sufficient allowance is made for locking.

Palmer (Mass.) *Journal.*— The change in size is a great improvement. Head-rules on the first page should be transposed, running the lighter rule at the top, as the title and date line are supposed to be read together. You have every reason to be proud of your paper, as it is very neatly arranged and nicely printed.

A GRAVEYARD OF MEN'S HOPES.

In every newspaper office in Canada there is a graveyard of men's hopes. In the country print-shops it is only a little burying-place, like the habitation of the dead which nestles yonder under the elms. But in the greater sanctums it is the resting-place of a multitude of ambitions. Thousands of visions are entombed therein. The clay of many a gorgeous dream lies mute in that sarcophagus. But the men who inhabit newspaper offices are blind, and they will tell you that it is only a heap of exchanges; that it is nothing more than a bundle of old newspapers, published from land's end to land's end, good for nothing but to be slashed by a pair of shears and burned. Nevertheless it is a tomb.

It is a graveyard of men's hopes. High resolves are buried in that motley heap. Pass gently. There is never an obscure corner of a country weekly but may prove the resting-place of an ambition to reform. For human nature yields once more to desire, and the spark of good is quenched, and — the paragraph is there. Flaring letters mark the headstone of another grave. They tell of the burial of a love that made life sweet. And yonder, hidden away in small type, a mound overgrown by brambles, are the few lines that tell of a financial failure; a few lines, but they burned like fire in the eyes of one who read. For they lit the grave of his life's endeavor. "Years of toil," he murmured, "and now — this."

Turn the pages reverently, for the dead are here. It matters not how small or how great the sheet, there are graves hidden everywhere; graves of faith, of hope, of love, and they are watered by men's tears. But the sods of the saddest grave of all are the few formal words that tell of the passing of a little child. There were those who hardly knew their sorrow until they saw it there; loving ones who told themselves that it must all be a dream, until they read it on that page in all its irrefutable reality. On a tombstone in an Ontario cemetery are two lines from a great poem which has been attributed to many authors:

And, oh, we grudged her sair,
To the land o' the leal.

That is so human — so true. And it is written upon the headstone of a tiny grave.

The janitor has come and is hustling the exchanges into a waste-basket. He treats them roughly. He jams them in and crushes them down. He thinks that they are just waste paper, but you and I know better. We ken that they are the graveyard of men's hopes.

Yet who shall say that the dreams are buried there forever, that the ambitions are eternally quenched, that the fond hopes and the high resolves are gone for aye, and that the spark of hope shall be alight no more? Perhaps men's yearnings put on immortality, too. Who knows? Certainly not the janitor, who is carrying the exchanges away. Nor you. Nor I.— *J. T. Clark, in Toronto (Ont.) Weekly Star.*

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Effect of Bronze on Press Motors.

(1062) "We are desirous of securing some information as to what effect bronze powder has upon the bearings of machinery or the commutators of motors."

Answer.—As far as we are able to learn, bronze will cause no trouble in bearings that are kept oiled, as the bronze is comparatively soft. The effect on commutators is to short-circuit the motor. The edges of the motor commutators should be kept free from oil and wiped frequently. For this reason motors on bronzing machines should be enclosed perfectly.

White Ink for Tints.

(1061) "Will you inform me of a book on inks that contains a formula for cheap white ink that might be used for mixing inks?"

Answer.—We do not know of a book having such a formula. The best white for tints is a zinc white. It is permanent, works well and is fairly opaque. A transparent white is made of magnesia and is suitable as a tint base. We would strongly urge pressmen to secure the tint bases furnished by inkmakers, as they are equal to all the demands imposed on such mediums. These bases are usually neutral in body and color and may be modified to suit the stock or other conditions. Get in touch with the inkdealers and ask for their specialties. This course saves much experimental work by the pressman, as all of these specialties have been tried out before being put on the market.

Printing Half-tone Cuts on Flat Paper.

(1068) Submits two bill-heads printed on unruled flat stock. A half-tone cut appears on each side, together with the usual type display. The half-tone cut on the back of one bill does not print with the equal clearness of that on the other bill, hence the following query: "I enclose two impressions of a half-tone cut on the back of a bill-head. These are consecutively printed sheets. I would like to know why they differ so much in appearance. (1) Is the difference due wholly to the paper? (2) Is it possible with a good make-ready to make these half-tone cuts print well on mixed stock as per samples? (3) Is the make-ready on this specimen what it ought to be? (4) Are paper-dealers inclined to impose on concerns operating private plants?"

Answer.—The difference in the surface finish of the stock is responsible for the unequal appearance of the two half-tone cuts. The feeder could have removed the sheets having a dull finish without much loss of time. The difference is probably due to some uncalendered stock getting mixed with that having a smooth surface. (1) Yes. (2) No. A more complete make-ready would materially improve the appearance of the cut on both kinds of stock, but would not make them appear alike. The dull-finished stock has a comparatively rough surface, to which the ink does not take readily unless under great pressure. (3) A few patches of tissue placed on the solid and middle tones will increase the impression on these parts sufficiently to make them print more clearly. Less ink can then be carried. (4) We believe paper-dealers accord private plants the same courtesies given regular printing concerns.

The Cause of Slurring.

(1067) Submits several copies of a four-page paper showing slurring and streaks that mar the pages. The following letter explains the trouble: "Under separate cover we are enclosing some marked copies of our paper and would like to have you help us out if you can. (1) What causes this slurring? It appears in different places at different times. (2) What causes light streak on gripper edge of this sample? (3) What can we do to overcome this wrinkle? Our press is a ———, but the number or style we are unable to tell. We use felt blanket with muslin draw."

Answer.—(1) We believe the wrinkling of the sheets and the slurring come from the same cause — namely, the tympan. Our suggestion toward correcting the trouble is as follows: Remove the blanket and turn it inside out, then take a new piece of muslin, or if you can secure a piece of cotton drilling it will answer the requirements better than the muslin. Double the front edge so that it will have a more secure hold on the pins under the grippers. Then attach the drilling and reel it tight. Now take a wet sponge and squeeze the surplus water from it and go over the drilling quickly, so as to moisten it uniformly. Then reel it up a few notches tighter. When it dries it should give a uniformly smooth surface. You failed to state whether you used any paper packing over the muslin. The packing of print paper held in place with a strong sheet of manila should be approximately even with the cylinder bearers. If it is any higher, it will tend to cause wrinkling and slurring also. (2) The light places are probably low places in the tympan. When sufficient packing is used, the printing will be more uniform. Crowding the sheet against the guides by the feeder will make just such wrinkles as are shown on one of the sheets you sent. (3) Stand by and observe how the grippers take the sheet, and when you note one that appears to buckle, examine it when it comes out on the fly-table. In this way you may be able to discover the cause of the wrinkles.

Working up of Furniture.

(1064) Samuel Bartels, of Brooklyn, New York, submits the following regarding the working up of furniture: "I have done considerable making up and have found that the following plan invariably works well: On forms of electrotypes, with wood bases, the fact that the form is 'top-heavy,' thereby not giving it the proper solidity, tends to raise the form from the bed of the press as the rollers run over it. This continual raising naturally causes the

furniture to work up to the type-face level. The remedy I have applied is this: Cut strips of thin cardboard about 1½ picas in height, and drop one or two of these strips alongside each page, on both sides, taking care that they drop to the bed of the press; relock the quoins very carefully but not too tight. This tends to give a 'downward spring' to the form. The same process has been followed successfully with forms of linotype pages, made necessary by the base of the slug being a trifle thinner than the top; only in this case the strips were placed at the top and bottom of each page, instead of at the sides. This remedy also keeps down any crossbars that may work up. As a precautionary measure, the cardboard strips should be taken out of the form before it is taken off of the press, to forego the possibility of the form 'dropping' when it is lifted."

To Bronze without Discomfort.

(1063) A pressman asks: "We would like to know if there is any way by which we can bronze a job without having this powder scattered over everything in the room. We have heard that a preparation can be secured which will eliminate this trouble."

Answer.— Bronze, like all impalpable powders, will float in the air for a considerable period unless thrown down by steam or humidifiers. There are several ways, aside from machine bronzing, in which the work may be done without causing much trouble by floating bronze. The first is to construct a portable framework and tack canvas or close-mesh fabric over it. This framework may have transparent celluloid windows and a door, also an opening placed close to the press where the printed stock is received. The bronzers working therein should be provided with garments having a head-covering and respirators for the nostrils to prevent inhaling the poisonous bronze powder. Another way is to have the bronzing done under a canopy made of oilcloth which connects to an exhaust pipe attached to an exhaust fan. This will create sufficient draft upward to withdraw the floating bronze and prevent its distribution over the room. We have heard of pressmen mixing benzin with the bronze and using it that way after some of the liquid evaporated. However, we doubt the efficiency of this method.

Determining How Much Ink Is Used on a Job.

(1066) A printer sends the following communication: "An employer and his foreman of presswork, whom I shall hereafter designate A and B, respectively, are confronted with the following difficulty: A certain job is run on a large cylinder press, on machine-finish paper, from electros, size of sheet 32 by 45, weight 88 pounds, using 30-cent label-blue ink. B, from actual experience, has found that this job requires 2½ pounds of ink for each thousand sheets, actual weight, including necessary waste. A takes a blank sheet of this paper, weighs it, then has it printed in the regular way under normal conditions, and then weighs it again, finding that for each thousand sheets this job requires but 2 pounds 1⅓ ounces. Now, A puts it up to B: Wherein lies the difference of 6⅔ ounces? B claims that as soon as ink and paper come together in contact with the air an evaporation takes place between the time the sheet is printed and the time it is weighed the second time. A few minutes must necessarily elapse after being taken from the press and sent down-stairs to the scales. Again B claims an ink of this quality is a little stringy and small particles fly about the room, say, within five feet of press, to say nothing of what accumulates on the press itself. Now, A is not convinced that this is so, for in a day's run there is a difference of about five pounds of ink between his figures and B's figures. Theoretically A may be right, but B from practical experience finds such is not the case. Who is right—A or B? If neither is correct, can you give a proper explanation of the case?"

Answer.— The method of testing by weighing a single sheet is fundamentally wrong, because in a lot of paper of any weight there are likely to be differences in the weight of single sheets; also a slight error in weighing would be multiplied many times, thus producing a great difference in results. If A weighed an entire ream before printing and again after, he would arrive very closely to the actual net amount of ink used, but as the gross amount of ink used is the quantity charged, A's plan is faulty from the beginning. To ascertain the amount of ink used on a job, weigh the can of ink; when the job is finished, return to the can from the fountain the available good ink and weigh again. The difference between the first and the final weight represents the amount of ink used.

To Repair a Damaged Cylinder Surface.

(1065) A Southern printer writes: "I have a drum cylinder which has a large dent near the rear opening of cylinder. It was caused by careless boys who let a wrench ride the form, and thus caused quite a depression. No trouble was experienced by me until I attempted to change from a folio to a quarto sheet. Then, at point of depression on cylinder a good impression could not be secured, and, besides, printed sheets would tear upon the edge of forms striking that portion of cylinder. I returned at once to folio size, and, afterward, had cylinder ground down carefully by a machinist. At least three-sixteenths of an inch was taken off the surface. The side bearers on cylinder were not ground off proportionately, as the machinist decided that this would affect the gearing. Upon trying four pages on press, I found much improvement in the impression, but have had endless trouble with paper tearing upon end rules in the forms, and ragged type edges, upon side of paper last leaving the form. Naturally, my packing on cylinder had to be extra heavy. It was made up thus: one thick piece of pressboard (at least six or eight ply); 'Ganes' improved press blanket'; sheet muslin drawn tight; upon this, I used a number of heavy tympan sheets, such as are sold in rolls for this purpose, with a few sheets of news stock to bring up evenly with cylinder bearers, all covered with a heavy manila sheet, moistened and then oiled. The packing, while thick, seemed to have been properly 'built up,' and made a good and smooth printing surface. The sheets continued to tear, and occasionally I would note crescent-shaped streaks through the printed matter, as if caused by sheet slipping, or by bed of press and cylinder being out of time with each other."

Answer.— We would judge that your trouble is due to not having a close contact between the cylinder and bed bearers, and possibly by having the packing too high at the same time. Test in the following way: Lay a column-rule across packing and cylinder bearer; press tightly. The end of the column-rule over the bearer should be clear about one thickness of manila draw paper. If you have too much packing you will find there will be quite a space between the brass rule and the cylinder bearer. However, if you find only normal space, then the amount of packing is correct. To the make-up of the packing we will refer later. Now that the packing is correct, the next thing to test is the distance between the cylinder bearers and the bed. To do this, remove the bed bearers and wipe the bed clean. Turn the cylinder so that it is taking impressions, then take a large metal W and push it through between the cylinder bearer and the bed. The cylinder should be set

low enough so that this metal type will have to be driven through with a piece of furniture. You see, the space must be a trifle less than type-high to compensate for the spring in the frame of the machine and the cylinder boxes. The cylinder on both sides must be set equally low, so proceed to do this in the manner described. When this operation is finished, bring the bed to normal position and put on the bearers. Then put on a news form, and feed a sheet to the guides. Place a strip of news stock one inch wide on each bed bearer and turn cylinder to take impression. When machine is in this position, try drawing the strips of paper. These should be held firmly by the bearers. If they are not, then turn the machine to normal and bring the cylinder down a trifle on the side that holds the strip the weakest and continue this treatment until the strips are held firmly between the bearers. It may, and likely will, be necessary to drop a sheet or two from the packing. The turning down of the cylinder to remove the bruises was an unnecessary operation. The bruised part should have been filled with brass spelter and then the surface could be trued up in a lathe, only removing the parts that were outside its periphery. However, since you have it cut three-sixteenths inch deeper, you have to compensate by additional packing. This packing may be either hard or of rubber, or a felt. Would advise that the foundation consist of hard-packing sheets held in place with a strong piece of drilling or muslin sheeting. This may be covered with at least fifteen sheets of news stock, the news to be held in place with a piece of manila, well oiled. Try out these suggestions, following closely the directions, and let us know how it affects the printing from your press.

KNEW HIS BOSS.

John R. McLean, owner of the Cincinnati *Enquirer* and the Washington *Post*, tells this story of the days when he was actively in charge of the Cincinnati newspaper: An *Enquirer* reporter was sent to a town in southwestern Ohio to get the story of a woman evangelist who had been greatly talked about. The reporter attended one of her meetings and occupied a front seat. When those who wished to be saved were asked to arise he kept his seat and used his note-book. The evangelist approached, and, taking him by the hand, said, " Come to Jesus."

" Madam," said the newspaper man, " I'm here solely on business — to report your work."

" Brother," said she, " there is no business so important as God's."

" Well, maybe not," said the reporter, " but you don't know John R. McLean." — *Cosmopolitan Magazine.*

GETTING ONTO HIS DAD.

John R. Von Pein, president of the Chicago Paint Club, at a recent dinner of the club told the following:

"A friend of mine has a little boy of six tender years. Christmas the child received an avalanche of toys, and the entire day was spent with flying machines, electrical railroads, acrobatic, mechanical toys of all kinds, and so forth. Toward evening the father, taking the child in his arms, asked:

" ' Well, son, was Santa Claus good to you? '

" 'Ah, there ain't no Santa Claus,' responded the boy.

" ' What! There isn't any Santa Claus? '

" ' No, there ain't. You're Santa Claus.' And his mind reverting to a recent incident, he added: 'And I believe you're the stork, too.' "



This department of service is designed to bring men of capacity in touch with opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

I. T. U. Course Student Wants Position.

(1193) I. T. U. Course student (journeyman) wants a position in a town of about twenty-five thousand or over.

Ad. and Job Compositor.

(1213) I. T. U. graduate seeks position where he can work the I. T. U. way. Practical ad. and job compositor. Best of references.

Designer and Printer Wanted.

(1202) We want to hear from a man who can lay out and design booklets, catalogues, etc. He should be a thorough printer and an A1 solicitor. Can acquire an interest in business if desired. Modern plant in Minnesota.

Bookbinders, with Machinery, Seek Position.

(1203) Situations wanted by three first-class blank-book binders, with their own outfit of machinery; can turn out No. 1 work on county records, all kinds of ruling, loose-leaf work, magazine binding, etc. Are open to a good proposition on salary or otherwise.

Swedish Cylinder Pressman Wants Job in Chicago.

(1214) Swedish cylinder pressman, thirty-three years of age, eighteen years' experience, with the best firms in Sweden and England, in first-class catalogue, half-tone and three-color work, is anxious to work in Chicago. Holds recommendation letters of the highest order from firms in Sweden and England.

Newspaper Man Seeks Change.

(1212) Young man, thirty years of age, with fourteen years' experience in newspaper and job printing, desires a position where there is an opportunity to climb to the top. Thoroughly experienced in manifold work. Fast make-up on newspaper. Best of references. Stereotype and platen-press experience. Married; temperate.

Printer and Binder Desires Change.

(1204) Young man, twenty-five years of age, with ten years' practical experience as printer and binder, working up through all branches of the work as a ruler, forwarder and a printer-pressman, seeks position where advancement is possible. Has held the position of manager; has also done bookkeeping, banking and clerical work, proofreading and a general supervision of all the work. Married; strictly temperate.

Wants Position as Superintendent or Foreman.

(1198) Young man with several years' experience in the printing business desires position as superintendent or foreman of a composing-room. Has a thorough knowledge of the printing business; held foremanship in a number of shops. Is familiar with paper stock and values and can estimate on work of all classes. Married, temperate, nonunion.

Wants to Do Three-color Work.

(1201) Young man, twenty-four years of age, eight years' experience on cylinder presses, foreman of printing plant doing high-class half-tone work, such as college annuals and large catalogues, seeks change, where he can either fill position of foreman or work directly under a good foreman where he could get a chance to do three-color work. Best of references.

Seeks Position as Foreman of Composing-room.

(1197) Man of good, practical experience seeks position as foreman of composing-room, or supervising foreman of composing and press rooms; thirty-three years of age; union. Competent in all departments, experienced in stock, estimating and Linotypes. At present holding foremanship with publishing company. Prefers New York, Michigan, Ohio or any State east or south. Salary $25 to $30.

Desires Position with Opportunity to Advance.

(1194) Young man, thirty-two years of age, with eighteen years' experience in composition, presswork, binding and lithographing, desires position with opportunity to work into a superintendency, estimator or layout man, taking each step as it comes along until he reaches the top, with a fair remuneration for his services. Married, total abstainer, ambitious, systematic, and successful in handling a force of workmen.

Foreman of Composing-room Wants to Make Change.

(1215) Young man, twenty-eight years of age, foreman of composing-room for past five years, desires change of position on account of climatic conditions. At present located in Maryland. Nonunion. Married. Thoroughly acquainted with stonework, monotype machine, linotype, laying-out work, etc. Can get best results from men, and considered thoroughly competent. Will consider only those houses of highest standing and reputation.

Desires Superintendency of Country Printing-office.

(1199) Young man, twenty-five years of age, with ten years' experience in presswork, job-printing, make-up, tabular work, etc., would like a position where he could take entire charge of a country printing company, or to work along any of the above-mentioned lines. Would be willing to take charge of an office in a small but progressive town and take part of wages in stock in the paper. At present foreman of a large printing company.

I. T. U. Course Graduate Wants Foremanship.

(1208) First-class job and book printer, with experience in the best offices of the West, seeks foremanship or assistant foremanship of first-class job-printing plant located on or near the Western coast, preferably. Graduate of the I. T. U. Course of Instruction in Printing. Would consider partnership with a man of experience putting in a job-printing office. At present foreman of a good printing concern, and desires change of country. Familiar with front-office work, estimating, meeting customers, etc. Age twenty-nine; married; temperate. Would consider position with good advertising agency, taking charge of printing.

Machinist-operator Seeks Position.

(1195) A linotype machinist-operator, with ten years' experience with machines and machine composition, also fifteen years as a printer, would like to get in touch with a firm doing good catalogue and book work who wants a machinist-operator who can and will take care of the machines and turn out first-class work. Thirty-seven years of age, married, sober, industrious. At present located in Michigan, but does not like climatic conditions.

Desires Position as Estimator.

(1196) Practical printer with twelve years' soliciting experience in London, England, representing the best houses in that city in the printing line, would like to connect with a good printing concern in the estimating end of the business, and, when necessary, interview customers. Would be disposed to invest a little money in an established paying plant. Thoroughly versed in estimating, proofreading. Irreproachable character; union.

Superintendent Desires Change.

(1200) Superintendent of factory manufacturing photographic mounts, folders, making cardboard and embossing same with cloth; also a printing department of four platen presses, scoring and embossing presses, steel-die press, desires change. A thorough knowledge of this work, and capable of taking full charge. Not a printer. Good education; furnish good references. Would desire position as superintendent in manufacturing business, or salesman.

Western Job-printing Office for Sale.

(1205) Job-printing office in a Western town of twelve thousand, for sale. Office fully equipped with up-to-date printing-presses, paper-cutter, stones and first-class material, including an abundance of good type. Good opportunity for a small daily or triweekly (Independent) newspaper. Plant can be had for $3,000, part cash, balance on payments. Situated one-half block from main street in new brick building, which can be rented reasonably. Present owner going into other business.

Job-printer Seeks Position as Foreman.

(1207) Expert job-printer, with twenty-five years' practical experience, part of which time was spent in handling the composition on one of the finest trade publications in the country, seeks the foremanship of some medium-sized job-shop, where good work and faithful service are appreciated. Able to pass on first-class presswork, and can handle men both to their interest and to employer's. Prefers a situation in or near Boston, but would consider any good place in New England. Union.

Stoneman Wants Position in New Jersey.

(1206) An expert union stone-hand seeks position where accuracy and style count, instead of speed. Thoroughly familiar with all branches of the printing trade, excepting machine composition. Is a good pressman, first-class jobber and expert stone-hand. Has been employed in some of the best shops in the country, accustomed to the most intricate colorwork, as well as all other kinds of register work. Is the patentee of a method for registering cuts which has proved a great time-saver. Able to make own panels, repair broken cuts, etc. Seeks position in or near Newark, New Jersey.

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Small Words in Heads.

R. L. G., Grand Rapids, Michigan, sends this: "In this department of the November issue of THE INLAND PRINTER, under the caption 'Small Words in Heads,' I notice you give no rule for capitalization, with the exception of 'all principal words.' It seems to me that this rule is rather indefinite. A rule that I have always adhered to is: 'Capitalize all words that are not conjunctions, prepositions or articles.' I would like to have your opinion whether I am right or not. I have often seen the words which and that as prepositions capitalized and is and it — verb and pronoun — not capitalized."

Answer.— The note referred to answered this plainly. It said distinctly that the rule is indefinite. I do not think the other rule mentioned here is right, for a preposition or a conjunction may be so long and so important to the meaning, that it would be ridiculous not to capitalize it if any capitals are used. Much is done that should not be done, but how can it be prevented? As an auxiliary verb have should not be capitalized, but as a principal verb it should be. "He is Said to have Had No Reason" is the way such a head should be. It is seldom seen now in a newspaper as it should be, and would be if people would take time to use reason.

Punctuation, etc.

G. S., St. Louis, writes: "I am very anxious to secure some magazine or other authority on what would be termed up-to-date punctuation, capitalization, etc., in writing letters and printing, especially the former, as adopted by the best authorities of the press, colleges, etc. In reading the last issue of THE INLAND PRINTER, I noticed mention made of this matter, and it occurred to me that you would be able to put me on the right track. In our office we have several old-fogy-maid stenographers, who are hard to convince. For instance, the omission of the period at the end of the date-line of a letter, or following a title suffixed to an official's name when signing letters, etc., or the omission of the period after the name of the state in writing the names of town and state, as 'Saint Louis, Missouri' Again, using lower-case letters for word 'street' as in Main street, Chestnut street, etc. Also, title of an official in lower-case, as follows: 'The general superintendent would not agree, etc.' Several years ago I noticed an article in *Munsey's*, *Harper's*, or one of the magazines, on this subject, and it gave all of the latest usages in this line, but I can not refer to the issue of the magazine now. I will greatly appreciate anything you can tell me in regard to this much heated question."

Answer.— There are various books on punctuation and capitalization, among them one written by me and published by D. Appleton & Co., New York. Finding an authority on what our correspondent means by "up-to-date" punctuation, though, is an impossibility, if he means what his letter seems to indicate. All the other writers, as well as myself, have devoted their energies mainly to telling where to use points, not to sanctioning their omission from places where they belong. My sympathy is all with the old-fogy-maid stenographers, if they advocate the use of proper punctuation. Usage varies arbitrarily in the special matters referred to, and the only way that a book could record the variations would be to say that some people are not so careful, and some not so well versed, as others in punctuating. The most essential point for a business letter in this respect is clearness. It may not be punctuated just as it would be by some other writers, and still be unmistakable. Our correspondent writes state where I should write State, and he is not alone in doing so. This also is a matter on which opinions differ, since this word, as also many others, may be found one way in a number of books, and the other way in another number of books. Which way prevails can not be stated with certainty, but our lexicographers all agree in favor of the capital, as they all have State for one of the United States, and I do not know of any other authoritative writers better fitted to decide. The largest dictionary of English, like very many British books, is one mass of confusion in capitalization; so it would have been more accurate to say above "American lexicographers." As to "this much heated question," I have seen no evidence of much heat, except the fact that occasionally some one with incurable aversion to making any effort toward accuracy or clear expression strives to gain support in such laziness that can not be had from any one who is careful.

Proofing or Proving?

S. K. P., Chicago, writes: "The word 'proofing,' as used in the enclosed, also by photoengravers, is frequently seen nowadays. What is your opinion about it? Should the word be recognized and allowed, or should proofreaders combat its use? I have taken the latter course when possible, changing 'proofing' to 'proving.' I think a note on the subject in THE INLAND PRINTER would be worth while."

Answer.— I also think a note is worth while, although I am puzzled as to what to say, and doubtful about being able to persuade any one to correct such bad language. Inclosed was part of a circular advertising so-called "proofing plates" for presses, and repeatedly mentioning proofing, not proving. Now this is in line with many illiterate home-made words, as to proofread, to housekeep, such as we often hear, but seldom see in print. Why any one should ever be willing to say proofing, when the correct word proving is so well known, is more than I can guess. And when it is shown in print, as in the circular of a well-known business house, it simply makes me shiver. But will such people

allow proofreaders to correct their expressions of this kind? Sometimes, fortunately, the proofreader can make such a correction, and I think he should do so; but he must be prepared with a good defensive reason for use when necessary, and must also be ready to allow any customer to have his way who insists upon the wrong word. No such word as proofing can be needed, as proving is the established word for the intended meaning.

Written for THE INLAND PRINTER.

GRAMMAR AND PROOFREADING.

NO. VIII.— BY F. HORACE TEALL.

THE proofreader sometimes, when suggesting an author's correction, needs to use the terms nominative and objective, and of course he can not do this surely unless he really knows the difference between the two cases. That difference does not affect the form of the noun itself, the only case in which the noun changes being the possessive; but other words vary with the nature of the relationship expressed, this depending on whether the noun or name in question is the subject or the object. Most of those who will read this probably know as much about it as the writer knows, but even they may find some interest in a new way of saying it.

Grammar is the system of relationships between single words, and of the way in which words are conventionally associated, the latter being construction or syntax. So in grammar the subject or nominative is the one word that names what is spoken of. But often the so-called logical subject includes a number of words, and nominative is often extended in application to a whole phrase or clause constituting the logical subject. How far this extension might be carried is shown by John Stuart Mill when he says: "For, as one word is frequently not a name, but only part of a name, so a number of words often compose one single name, and no more. Thus, in the opening of the 'Paradise Lost,' these lines

> — the fruit
> Of that forbidden tree, whose mortal taste
> Brought death into the world, and all our woe,
> With loss of Eden, till one greater Man
> Restore us, and regain the blissful seat,—

form in the estimation of the logician only one name, one categorematic term." Here we have one logical nominative which includes four grammatical nominatives and six grammatical objectives. Of course no proofreader will ever have occasion to note such a fact as this possible inclusiveness in his ordinary work, but the quotation will serve well to exemplify the difference between nominative and objective, or subject and object, so far as the nouns only are concerned.

Much better occasion for discussion of the nominative and objective cases, and of number, will be found in treating of pronouns, verbs, and prepositions, which are the words whose form changes or which vary with change of relationship. English has but one case that changes the form of the noun, and that is the possessive. All grammarians give very plain rules for making possessive forms, and ordinarily there is little reason for a proofreader to have any trouble. Nevertheless some differences of opinion exist, and sometimes the proofreader must be uncertain what to do. For the last contingency we must again utter our oft-repeated advice to follow copy. Such action in such cases is the only procedure that is reasonably sure of acceptance, always with the exception that a plainly accidental error in the copy should be corrected.

Most prominent among the points of doubt is the question whether names should be printed Adams's or Adams', Francis's or Francis', Jones's or Jones', Watkins's or Watkins'. As near to full truth as I can find in books is this, in Metcalf's "English Grammar": "The use of an *s* after the apostrophe often adds a syllable, and thus causes, in words similar to those given above, a disagreeable succession of hissing sounds. It should be observed, however, that, in forming the possessive singular of all such nouns, many good writers have shown a preference for using the *s*."

Evidently this favors the shorter form, and for the same reason that most of its users would give, the avoidance of disagreeable sound. But my writing of the same statement (that some people prefer one method and some the other) would have been that the longer form is the better, and that many good writers have shown a preference for the other. My reason for this is that it is decidedly preferable to add the syllable, notwithstanding the cacophony, thereby giving actual expression to the added element of meaning and removing all possible ambiguity.

Where such matters are left to the proofreader's decision there is slight opportunity for trouble, but even then the proofreader is more secure if ready to give a reason. A prominent publisher once told me that, in hiring a certain proofreader at very high pay, he had been influenced by the feeling that now he could get satisfactory answers to questions about language, but that he had been disappointed, as that proofreader had never answered a question as well as he could answer it himself. A specimen of that proofreader's argument came to my attention in his assertion that book is an adjective in the term (as he wrote it) book buyer. He said that book answers the question, What kind of a buyer? and therefore is an adjective; while, on the contrary, book does not tell what kind of a buyer, but, as plainly as anything can be done, names the thing bought.

Where the proofreader is not explicitly authorized to decide, what can he do except follow copy? He may change to suit his own preference, but in doing so he must take chances. He may be ready with the best possible argument, and often will be able to defend his position acceptably; but what if the one for whom the work is done be equally sure that his way is right, and insist that he has a right to have his way? It is a positive fact that the one who pays is entitled to his choice, and the only fair presumption, in general, is that he has exercised that choice in preparing copy.

What the writer considers an utterly unreasonable prejudice against the use of the apostrophe in possessive names has recently arisen and is gaining ground. It should not prevail if I could dictate, but, unfortunately, as I see it in this instance, the matter has gone beyond control. The obsession is evinced most prominently by the very persons who should have been most eager to counteract it and conserve the settled usage which they did most to unsettle. These persons are the members of British and American geographical societies and boards, and of some societies of literary people.

Where formerly the apostrophe was universal in such names as Martha's Vineyard, Governor's Island, Blackwell's Island, Martin's Ferry, our authoritative lists now give Marthas Vineyard, Governors Island, etc. What can the proofreader do with these names? Absolutely nothing with certainty except follow copy or make them conform to the

authoritative lists. Evidently, if he is to conform to the lists, he should have the lists at hand for reference.

Some cases of arbitrary practice can not be rendered amenable to any kind of general reasoning. The Citizens Union and the Authors Club, both in New York, insist that their names shall not have the apostrophe. A much larger club of authors with headquarters in London, England, is the Authors' Club. While there is no possibility of refuting the fact that the latter is the correct grammatical form, there is equally no appeal from the decision by certain corporations that their names must not have the apostrophe. The difference is purely arbitrary, and there is no possible means of knowing when to use the apostrophe and when not to use it. The only thing a proofreader can do is to follow copy, unless he happens to know beyond dispute that the copy is wrong.

(To be continued.)

THE OTHER SIDE OF "THE MESSAGE TO GARCIA."

In all the talk about carrying the message to Garcia this point is to be observed:

The man Rowan, who did the trick, was not interfered with. He did as he pleased.

He was not fettered by details, and regulations were not nailed on the wall.

If he had been told how to carry the message, or compelled to do it a certain way, he would never have passed the first Spanish sentinel, and the buzzards would have picked his bones.

The paper was handed him without any red-tape nonsense, and he did the rest himself. The cry that goes up from many establishments for men who can do big things, and strike blows that leave big dents, is often the cry of bosses who don't know how to boss. I tell you no art is finer than the art of developing men, and if you say there are few Rowans, I answer there are few men big enough to give Rowan a job to do and then let him do it in his own way. In the average establishment the owner is an egotist with his cosmos unduly distended because of his success. He puts a man in charge of a department without giving him any real authority. Everybody in the place knows the man is not the real head, and he is the constant object of jokes and cheap side-talk among the "push." He is hedged and tied fast by rules, and nine times out of ten, if he has an idea, he is afraid to present it for fear the "old man" will call him down for butting in. Quite often he is subject to the petty tyranny of a son, brother, nephew or other relative of the boss, and whatever ambition and originality he possesses is smothered. He is supposed to make his department pay, and yet he has no voice in the planning of the work he has to do. Some one else hires and fires his help, and about all he gets out of the job is a little cheap glory and a small salary.

Really big men never seem to have any trouble in finding really big assistants, and I'll tell you why. They are keen judges of human values, and when they pick up a man for a big job they virtually say to him:

"There you are, sir! Take hold of things and get a move on."

And keep this further vital fact in mind: They pay their assistants a price that holds them on the job, and gets out of them all there is to get. They make their managers real heads, with unquestioned authority, and they do not pester and nag them with petty details, nor are they supposed to conform strictly to precedents. These managers are in full charge, and there is no question on this point in the minds of subordinates.

Carnegie, Morgan, Rockefeller and men of their gage have always picked big men for aides, because they knew how to separate the great from the small in human traffic, just as they know values in merchandise and markets. They make the jobs so valuable that there is no thought of shirking or looking for another place.

They say: "Take this message to Garcia," and it is carried through the enemy's lines to its destination without wireless interruptions or foolish details as to how it shall be done. No joy is quite so keen as the joy that comes to a man who is doing a duty in his own way, and using his own brains to attain a result that is expected of him. And there is no surer way to make a Class B man out of first-class stock than to interfere when he is making head and coming in with the quarry.

The world is full of Rowans, but the trouble is that there are not many employers broad enough or far-seeing enough to pick them out of the bunch. The first step toward securing the faithful services of an employee is to sacredly keep your promises to him. If you want a man to do a thing, for God's sake let him do it in his own way, or else fire him then and there. If you have insufficient faith in the ability of a man to do a task, in heaven's name, don't set him at it. If your judgment in selecting help is bad, do not pass the blame along to the man you hire, for the chances are you load him down with petty instructions until all thought of self-expression is completely blotted out. My heart goes out to the man who would carry the message to Garcia if let alone, but who fails to pull off the trick because of a hundred handicaps and because the boss really won't let him. I uncover to that hired man who has the courage, at the proper time, to tell the boss to go to hell, and I salute the boss who has foresight enough not to let that hired man get away, but holds him fast by a grasp of the hand and a boost in his salary.

There are two sides to this "Garcia Message" business, and if you want a Rowan you'll find him at your elbow in the rough. Every stone quarry is full of statues, but it takes a sculptor and not a stonecutter to find them. In developing a great business you have to develop competent department heads as you go along, and you never will run up a high score if you fail in this vital particular. There are Rowans everywhere. It is up to you to develop and use them.— *Bert Moses, in Atchison Globe.*

THE PAPER COMB IS HERE.

The following account of the latest addition to the public toilet-room is from the St. Paul *Pioneer-Press:*

The appearance in St. Paul of the new paper comb, to accompany the rest of the "paper washroom," was noticed yesterday [December 4], when one of the leading hotels received a shipment, also a sign — "Use one and throw it away."

The comb is of pressed paper about four inches in length and is of sufficient durability to use for its intended purpose, providing the user does not wet the hair.

When asked his opinion of the sanitary comb, Doctor Lankester, health commissioner, said last night:

"I have not seen any of the latest in paper manufacture, but the use of them in the washroom shows the desire of the hotel proprietor to be modern and sanitary in every detail. While I think it is a good thing, the fact that a comb is an article that every man can carry in his pocket without the least inconvenience, makes it impracticable to propose a law to make the installation of the article compulsory."

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Combination Metal.

A Canadian publisher writes to this department as follows: "What is your judgment of the practice of using a combination metal for Mergenthaler Linotype machines —that is, a metal that is suitable for making stereotype plates for a newspaper and also for casting slugs on a Linotype? Is it possible to obtain satisfactory slugs from such metal — or slugs equal in every way to those obtainable from what is termed linotype metal? If it is not possible to obtain as good results from the combination metal as from the straight linotype metal, please state why."

Answer.—When a good combination metal is used, there is no reason for having imperfect slugs. There are a large number of newspapers that use such metal; and they have satisfactory results. The Peoria *Herald-Transcript* used a combination metal for stereotype, Linotype and the Thompson typecaster. In this way all the matter set goes into the same melting-pot each day, there being no distribution of type at all, as the cases are kept filled by the typecaster.

Bad Face on Slugs.

An Alabama operator writes as follows: "I am having trouble getting anything like a good slug out of this machine. I believe my trouble is due to a repacked crucible. I am using a gasoline burner. I have come to the conclusion that this is the cause of a cold face on the right end of slug — in other words, next to keyboard side the packing is improper. Should the metal-pot flues be stopped up or opened? Some time ago a new crucible was replaced and the operator claimed to be an expert in packing, so I turned it over to him, being busy at the time. For a while we got good slugs, but for some time since a very poor slug. Do you think you can figure out the trouble before I go any further? On an eight-point slug it seems to work fine, but a twelve-point is all to the bad."

Answer.— It is not probable that the repacking of the pot causes your trouble. The flues, of course, must be left open, or the burner will not give sufficient heat. See that the pot is set so that the holes in the mouthpiece are fully exposed to the mold cell when in the casting position. An examination of the bottom of the slug will show if this condition prevails. Probably the end hole is partially covered by the mold, and metal can not enter freely, thereby causing the face to appear chilled.

Adjustment of Distributor Lift.

A letter from an Illinois operator says: "Kindly advise me concerning the following troubles: The back distributor screw seems to take matrices faster than the front screws, binding just as they leave box rails. Lift seems to raise matrices too high, but will not lift at all if set any lower. Distributor-box parts seem to be badly worn. Until a short time ago I did not have more than one or two stops a week; now I have six or seven every day, and each time it is this trouble. A back plate rail was put in box in place of front rail; was that way when I went on here eighteen months ago, and until recently had no trouble. Notice enclosed lower-case 'm' matrix — right side of back toe (opposite casting side). All my matrices are marked that way — were that way when I came here, only not so bad. Lower screw has a worn place in threads, about second turn from the end. Is it possible for distributor screws to be out of time?"

Answer.— You should replace the rails in the box with new ones — four of them, two upper and two lower. Also put a new cam on the back screw. All of these parts being new and the lift adjusted properly, you should have no trouble. If you take off your box and place a matrix on the highest part of the rails you will probably find that it binds on the rails. It should not do so, neither should there be any excess of space — just a close fit. It may be possible that you have not set the lift properly. Proceed as follows: Turn out on the screw. Send in a line of matrices and then turn in slowly on the screw. As soon as the lifter begins to pick up the matrices, tighten the nut and the adjustment is complete.

Cleaning Plunger.

A Western operator writes: "Please publish in next issue of THE INLAND PRINTER the benefits derived from, and the penalties consequent on, the cleaning or lack of cleaning plunger, how often done and how. A simple question, I know, but I want to convince both my superior and my understudy of the importance of attending to it. Please do not omit any necessary details."

Answer.—The plunger, especially when new, has a tendency to stick in the well. This condition is due to the accumulation of oxid in the grooves and on surface of the well, which causes it to bind. The result of such binding or interference with full stroke is to give a spongy slug. Sometimes this binding causes a squirt by raising the plunger-lever roller off of the cam surface, the lever being again brought down by the spring before the time of casting. A plunger, when new and worn but little, should be cleaned twice for an eight-hour run. The method of cleaning will depend somewhat on circumstances. If it is convenient, take the plunger out of doors and clean it with a wire brush. This may be done dry. If it must be cleansed indoors, it should not be brushed dry, as the poisonous oxid will contaminate the air. In this case have a tin can or other suitable vessel and place therein some tallow. On removing the plunger from the pot, place it in the can and allow the tallow to cover it fully. When it is covered with tallow it may be removed and cleaned without risk of inhaling the poisonous oxid of lead. After being brushed

or wiped with a greasy cloth, the plunger may be returned at once to the pot, unless it is at the end of the day's work. In that case, leave it out. In fact, it is not advisable to allow the metal to get cold while the plunger is in the well. Remove it every night. The tallow, in combination with the graphite, may be used in the well to lubricate the plunger. This operation will often improve the condition of the slugs. Place a small lump of tallow, mixed with graphite, in the well. Put the plunger in place and continue using the machine. After several hours the metal may be skimmed, which will remove the free oxid.

Changing Rubber Rolls.

C. F. W., a Nebraska operator, writes: "The rubber rolls are quite badly worn and have new ones to replace them with. How must I cut the old ones from the core? It seems impossible to get them off any other way. I thought if I could get the old ones off without destroying them entirely I would like to do so. If machine is speeded too high (above sixty or seventy revolutions), what pulley must I change to reduce speed? Motor is directly connected to machine, to intermediate shaft. Machine is a rebuilt Model 1. In reply to my inquiry about doubling keyrod springs, you say to find where keyrod binds and remedy the trouble. Can not find keyrods binding anywhere. In fact, the only trouble seems to be the abnormal strength of some of the verge springs. Is this ever the case?"

Answer.—(1) To remove the rubber from the shaft, take a firm hold of each end of the rubber and turn opposite ways in order to loosen the rubber from the shaft, when it will turn at all places. Take another firm grip with both hands and draw the rubber downward. We have not found a roll that will not yield to this treatment. If it resists all efforts, then you must cut it off. When applying a new roll have the shaft clean, and polish it with emery-cloth. Take a small amount of graphite and place inside of the roll. Close both ends and shake the graphite throughout the entire inner surface. It should slip on freely. Wipe the surface before putting the roller in the cam frame. If the pulley runs more than seventy revolutions a minute, you will have to reduce the speed of the motor. Consult an electrician. (2) If a keyrod does not bind and you find it tends to remain up a trifle, it indicates that the stress of the verge spring is greater than the combined stress of keyrod spring and weight of keyrod. This may be due to a weak keyrod spring. Try another spring instead of the one in use, or clip off about one-eighth of an inch from the spring, which may have lost its tension. A verge spring does not gain stress by use, so is not likely to be too strong.

Damage to Distributing Teeth of Matrices.

A Pennsylvania operator writes: "Enclosed find a lower-case 'w,' the combination teeth of which show considerable wear. This matrix is a new one and has been in the machine for only twenty-four hours. The transfer from the first to the second elevator and from the second elevator to the distributor-box bar seems to be without fault; the distributor box as well as some of the aforementioned parts are new, they having replaced the old ones in an endeavor to remove the trouble. This condition does not only exist on the one character alone, but on the entire font, ruining mostly the characters having only one and two combination teeth."

Answer.— We suggest the following steps toward ascertaining the cause of your trouble: (1) Remove the first-elevator slide guide. Send in a matrix line having a few pi sorts on the right end and no spacebands. Lock spaceband shifter. When the machine stops, the first elevator will be at full height and the second elevator will be at its lowest position. Push the matrices so they are just about to go on to the second elevator, yet not touching it. Observe the relation the matrix teeth have to the rails on the second-elevator bar for height only. The teeth should be in such a position that they will enter grooves in the bar with little or no resistance. If the first elevator is too high, it will be readily observed, and while the line is in this position the correction can be made. If the alignment is correct, no change is needed here. (2) Take a line of matrices and allow the distributor shifter slowly to push them into the distributor box while holding the shifter link, to note if the movement is free while the matrices are crossing the joint of the two bars. At this point, if the bars are not closely joined, the teeth may suffer when forced across the intervening space. Note if the distributor-box bar has the necessary play on the outside end. Also see that the second-elevator bar is firmly secured to the plate by the two screws. See also that the second-elevator bar plate rests firmly in the shoe. Examine the cam roller for a flat surface. (3) Take a pi sort and send it into the distributor box; throw off the belt and turn the screws forward by hand until the matrix ears reach the top of the inclined part of the rails. Raise the back screw and observe the space between the brass strip on the distributor bar and the top of the matrix ear. At this point there should be a slight clearance. We believe the most probable cause of the trouble to be at the point of transference to the second-elevator bar. However, a test as in step one should show this. The second-elevator bar-link and the pin that holds these parts together may be worn, a condition conducive to such a trouble. Examine the rails of the box bar where the matrices first engage; bruises on these rails will cause damage to the matrix teeth.

Oiling Keyboard Cams.

A Hudson Bay operator writes: "(1) I have had some nine or ten years' experience with Linotypes, but I can not seem to solve the following: Late in the fall I took charge of a double-decker. On starting up machine every morning, had trouble with keyboard cams slipping on rollers. Rollers were taken out, washed and roughened, and finally new ones put on, but to no purpose. The cams were then washed and slightly oiled with 'Three-in-One' oil and triggers cleaned and rubbed on graphite board. After button is pressed the key returns; also the key-bars return to their original position, but the cam slips after making half a revolution. After working for an hour or so the trouble is considerably lessened. I then filed a couple of extra teeth in a couple of cams and drew a sharp-pointed knife across one roller so as to make them bite, but without results. I now have a small oil-stove lighted under the keyboard, which remedies the trouble, but the remedy is what you might term secondhand. (2) The other trouble is bending of two top ears of matrices. Have replaced slightly worn top distributor-box rails and matrix-lifter cam and cushion spring, but as a rule usually manage to bend a couple every day."

Answer.—(1) We believe the trouble is due wholly to the use of an oil that chills and gets gummy or heavy, due to the low temperature. You should use clock or watch oil, which does not become viscid at low temperatures. Before trying it on the entire lot of cams, select a few of the worst offenders, remove them and soak for a few minutes in gasoline, then dry them. Put a drop of the clock oil on the pivot and replace in the frame. Next day, without heating the cams, try those that have been oiled with the clock oil and compare their action with those oiled

with "Three-in-One." If you desire to make a suitable oil for the cams, take about four ounces of pure olive oil and an equal amount of soft water and boil until nearly all of the water is evaporated; decant the oil and place in a wide-mouth, unstoppered bottle; scrape some fine shavings from a piece of lead pipe; add these to the oil and place the bottle in the sun. Allow it to stand several weeks. Filter the oil through cotton several times and place in small vials for future use. This oil is said not to gum or become viscid in low temperatures. (2) The bending of the top ears of the matrices may be due to the lifter not raising the matrix above the rails a sufficient distance. Adjust by the set-screw on the roller arm. The box-bar point may interfere with the stroke of a matrix, or it may be worn a trifle and allow two thin matrices to rise at one time. In either case, the screws would catch the matrix ears and bend them. Test by sending several lines of thin matrices through the box. Observe as they lift if they are picked up singly or in pairs. If all are lifted singly and each one goes up without interference it will indicate the trouble does not originate in the box. A matrix should have been sent for a more exact diagnosis.

Recent Patents on Composing Machinery.

Matrix-marking Machine.— J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignors to Lanston Monotype Machine Company, Philadelphia, Pa. Filed April 16, 1910. Issued November 14, 1911. No. 1,008,302.

Keyboard Perforating Machine.— J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignors to Lanston Monotype Machine Company, Philadelphia, Pa. Filed July 18, 1910. Issued November 14, 1910. No. 1,008,303.

Matrix-milling Machine — J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignors to Lanston Monotype Machine Company, Philadelphia, Pa. Filed February 3, 1911. Issued November 14, 1911. No. 1,008,304.

Metal-pot.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed April 12, 1910. Issued November 28, 1911. No. 1,010,401.

Magazine.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed November 14, 1910. Issued December 12, 1911. No. 1,011,442.

First Elevator for Two-letter Matrices.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed September 12, 1910. Issued December 12, 1911. No. 1,011,590.

Linotype Matrix.— A. G. Stevenson, Chicago, Ill., assignor to Chicago Lino-Tabler Company, Chicago, Ill. Filed September 9, 1910. Issued December 26, 1911. No. 1,012,741.

FOLDING, ADDRESSING, MAILING AND ROUTING AT 10,000 AN HOUR.

Time is the essence of all things in the production of a newspaper. It always was a great factor, but in this age of enormous circulations and hourly editions, minutes, seconds and even motions are matters of grave concern to the newspaper publisher. The typewriter and telephone in the editorial room, typesetting machines and ever-improving presses have changed methods and accelerated speed in their respective departments. In mailing-rooms there has been no change except that which is inherent in a higher class of labor, which has kept pace with the spirit of the times. To the eye of one who worked in a mailing-room a quarter of a century ago, present-day mailers are marvelously dextrous and apply themselves with an intensity hardly dreamed of a few years ago.

Their speed and their intense application, however, do not meet the needs of the men who are supplying news up to the minute. Keen-eyed inventors have seen the need, and many have been the attempts to meet it. The exactions of speed and accuracy were responsible for the failures. Machines that worked well on exhibition, when put in actual operation either did not sufficiently outstrip the speed of the human mailers or "skipped" many addresses (a fatal defect in mailing), or destroyed too many sheets.

A chronicler of affairs in printerdom is accustomed to seeing the apparently impossible made possible, and he must needs be open-minded when the inventor or promoter dilates on the revolution that is locked in his bosom. In the face of experience the scribe might be excused for thinking that mailing is one of those apparently simple operations, like bricklaying, that is destined to continue a manual occupation. It makes one pause in wonderment to be shaken out of that frame of mind by having an ocular demonstration of a machine addressing, wrapping, folding and routing ten thousand 20-page papers an hour. It was not on exhibition, but a permanently installed machine doing regularly its part of the work of mailing a great daily newspaper, and the work is done in such manner as to turn out a cleaner and neater product than is done by hand. There is no danger of a label falling off, and offensive and annoying paste troubles are eliminated.

This combination of printing-press, mailer and router is the product of the Cox Multi-mailer Company, and is quite as wonderful in its way as is the typesetting machine. The history of its development shows nearly the same expenditure of skill, time, money and patience as in the case of the Linotype. The multi-mailer's first contribution to efficiency is that it saves space, requiring but 5 by 8 feet — about one-third the amount needed by an equivalent hand force. Its lists, made of linotype slugs, are kept in dustproof cabinets. The slugs are solid — no spacing slugs being used — which obviates waste metal, permits of compact storage and releases galley-room.

The address is printed on the margin of the paper, which may be given one of several folds, and wrapped. The paper is then on its way to the mail-bag. One operator handles the machine; he places papers on the feed-table, feeds "live" slugs, and removes on galleys and returns to the cabinet slugs that have been used. In the case of singles or very close routing a boy is needed to remove bags. This operation is very simple, as the end of a town or route is indicated by an automatically printed red mark, which can not be overlooked. The company claims the machine supersedes hand labor by (1) greater accuracy of delivery; (2) saving of space, time and labor; (3) economy of type-metal; (4) economy in setting, correcting and proving, and (5) a neater package. In order to accommodate papers ranging in size from eight to eighty pages, there must needs be considerable resiliency in the mechanism. This does not mean frailty, for in the construction of the mailer especial attention has been paid to strength and resistance to wear. In the matter of material and method of manufacture there has been close adherence to the highest standards. Simplicity and accessibility of parts have been achieved in an unusual degree, and as nearly as possible the mailer is foolproof.

A number of machines have been in operation in six Chicago daily newspaper offices for from one to three years, doing every-day work, which proves the reliability of the mailer. While its machines were doing all the work in these offices, mailing enormous circulations, the company was not satisfied. Each paper presented its own problems. In solving these difficulties the company's experts developed an improved machine, and now the company is going ahead with its manufacture at a rapid rate. The latest model is simpler, smaller, faster and smoother running than the older types.

Having reached its present high point of working development in handling newspapers, the company contemplates building machines for mailing magazines, weekly papers, etc. It bids fair to become revolutionary in this field, where the single-wrapper question often resolves itself into an exasperating problem.

Bookbinding

BY A. HUGHMARK.

Under this head inquiries regarding all practical details of bookbinding will be answered as fully as possible. The opinions and experiences of bookbinders are solicited as an aid to making this department of value to the trade.

Box and Case Making—Continued.

Books of a religious character intended to be carried to and from church are usually provided with boxes covered with the same material as that in which the book or books are bound. Fig. 6 shows a box of that kind made of straw-

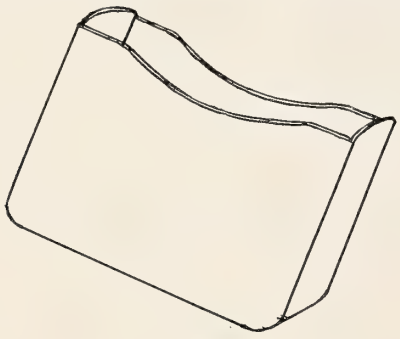


FIG. 6. – Book box.

board and morocco grained cowhide for two books in semi-flexible binding with round corners. In order to get the curves uniform, paper patterns of one side and one end may be cut the exact size required, with square sides. The curves can then be drawn roughly and cut out with the scissors, after which a fold in the center of each piece should be made across the curve, which can then be trued up by trimming the two halves at one time. A form of the box can be laid out correctly on a suitable board and cut out with a sharp-pointed knife. (See Fig. 6-*a*.) The tabs *c d*

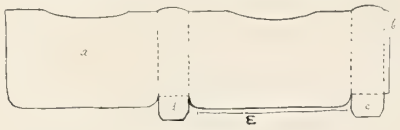


FIG. 6-*a*.

should be trimmed a little on each side, so that they will fit inside when the box is glued together.

The scoring (see dotted lines) can also be done with the knife. Care must, however, be exercised so that the pressure on the knife is neither too light nor too heavy, especially at the end where the knife runs over the edge. If the score is not uniform in depth the board can not be folded in straight line, as it will bulge out where the score is too shallow and cut where it is too deep. A separate piece should be cut for a bottom no wider than the tabs *c d* and of a length as indicated by the line *e*. The ends of this bottom board, as well as the two tabs, should be pared so that no lumps will appear when the box is finished. The box pattern should be folded at each score-line until the two sides touch. If they were folded only a little, the sides would curve out when glued together owing to the spring remaining in each corner. Now, if the under side of *a* and the upper side of the stub *b* are pared and glued together, making an even and smooth joint, and the strip for the bottom glued on to the tabs *c* and *d*, the box will be in shape for covering. Thin cambric or bond-paper strips may be used to reinforce the bottom outside and the corners of the box inside. The leather covering should be cut in three pieces in order to make the neatest job. The bottom and ends should have one strip, with an extra inch for turn no wider than the thickness of the box. The two side-pieces should be larger all around, but of the exact outline of the box. All these pieces should be well pared all around; the sides may then be glued on as indicated in Fig. 6-*b*.

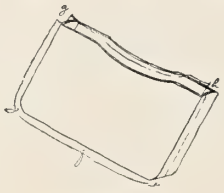


FIG. 6-*b*.

The turn *f* should be as narrow as possible, and then there will be no trouble to fit the leather around the curves and corners. At the upper corners small pieces should be cut out, as will be seen from *g* and *h*, in order to have the turn-in of the bottom strip meet the side turn and not lap it on the inside corner. This strip should be dampened on the inside and then pasted with thick paste; in that way it can be stretched, fitted, rubbed and even contracted, if necessary, and be none the worse if soiled, as paste can be washed off when dry, while glue can not. The lining should also be put in with paste for the same reason. If a hot creaser is run around all the edges, it will not only give

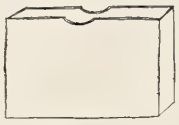


FIG. 6-*d*.

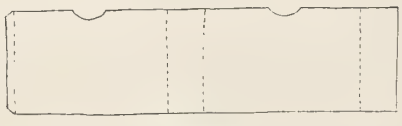


FIG. 6-*c*.

a good finish to the appearance but also conceal the joined edges of the leather.

The box (Fig. 6-*d*) is a simpler pattern which may be lined first in the flat piece and then joined and the bottom inserted. The covering of cloth or paper can be put on in

one piece, with glue, and lap-joined at one corner, after which the bottom and top may be turned in. The thumb-holes can be cut out with a gouge or knife afterward.

To make a filing box with a capacity for one thousand sheets, 8½ by 14, of the kind illustrated in Fig. 7, proceed as follows: The inside dimensions should be 8¾ by 14¼

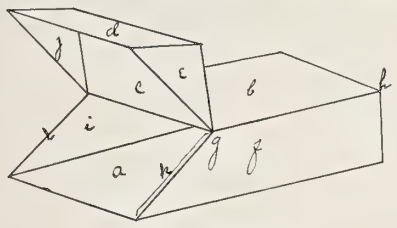


Fig. 7.— Filing case.

by 4 inches, which would give ¼ inch extra each way for working room. For the sake of definite illustration we will select a cloth board ⅛ inch thick, from which we will cut the several pieces that will go to build the box. These should be cut up roughly on a board shear ½ inch larger each way to allow for trimming in a cutting-machine. The bottom piece *a*, being the foundation around which the walls are built, should be cut 8¾ by 14¼. The sides *f i* should be 4 by 14¼, the same length as the bottom. The end *d h* will be 8¾ plus the two sides, ⅛ inch each, which will require the ends to be cut 4 by 9. The triangular pieces *e j* are cut off the sides of *i* at an angle of 45°. This cut through the board sides will leave the two pieces that are not under the clamp with rough edges. These should be trimmed off, because the two thicknesses of cloth that cover the edges will make up the slight shortening caused by this trimming. The top-piece *b c* should be large enough to cover the two sides and the two ends; that is, we would need a piece equal in width to the bottom and two sides, which would be 9 inches, and the length by the same rule would have to be 14½ inches. But there must be a hinge at *g*, where four thicknesses of cloth will have to be allowed for. We will figure that it will take ⅛ inch to give an easy-working joint; therefore the actual length should be cut ⅛ inch shorter at first, then when cut apart at *g* the piece *b* will be 9 by 10$^{9}/_{16}$, the latter being the distance from *g* to *h* less half of the joint. If the two pieces *b* and *c* were



Fig. 8.— Jewelers' case.

beveled at the edges on the under side where they join, a better and more rigid hinge could be made, because the boards could then be brought closer together. When building this box the sides *f i* are glued against the bottom *a*, and the end *h* against the bottom and sides. Now reinforce the corners in the same manner as described for Fig. 1. The top *b* should next be glued on and reinforced, after which the triangular box or end can be set up — remembering that the piece *d* in this instance will be the bottom on which the pieces *e* and *j* are to be set and that *c* is glued on *e* and *j* and *d*, after which the corners must be reinforced. The covering can be done in several different ways. The sides of each box may be covered and turned in over the top and bottom, afterward joining the two by means of the cover-pieces cut large enough for both *b* and *c*, or this piece may be glued on first, in which case it must be larger in order to turn over onto the sides. Whichever method is pursued, another lining strip must be glued on the inside of the

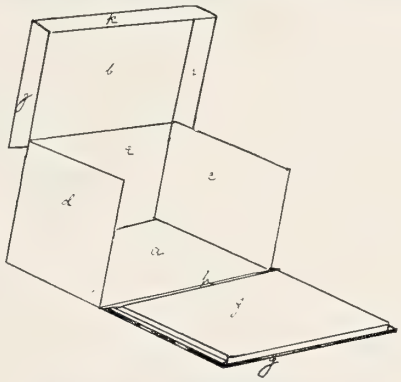


Fig. 10.— Box, with collapsible front and hinged cover.

hinge. It can of course be reinforced with cotton strips before covering. In order to make this box dustproof, a thin strip of board can be glued inside of the box at each side of the opening *k l* before covering.

The jewelers' box (Fig. 8) can be built best over a wooden form, inasmuch as the frames are both made from one strip, each pared and lapped. The top, curved from the center toward each corner (see description of Fig. 3-*a*), is covered with a piece extending ⅛ inch all around, which, when the top is glued into its position in the frame *a*, is then fastened down on the sides. Another strip is then glued around the inside with the two ends, meeting at *f* and extending ⅛ inch over the edges, which is then turned over and fastened on the outside of *a*. Finally a strip is glued around the outside of the box top, extending from edge to edge and meeting back of *f*.

In a box of this kind the bottom part is one-third the height of the box and the top part two-thirds, the object being that the article contained may be displayed when the

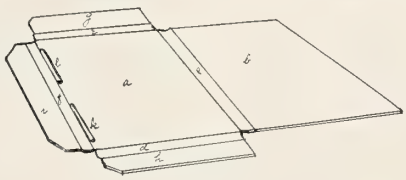


Fig. 12.— Portfolio.

top is raised. The bottom is inserted in *b*, which is then covered with one strip glued all around and joined back of *f*. This strip is turned under at the bottom and also turned in over the top edge. An inside collar, similar to that of *a*, in Fig. 3, is cut and covered with a strip of satin turned over the edge so as to cover both sides, after which it is glued in position *e*, beginning and ending at *f*. The top or cover is next fitted on over the collar *c* and a hinge strap of the cover material glued on the back side, extending from the top edge of the cover over the sides of *a* and *b*, and fastened under the bottom. In length this strap runs a

little longer than *f*, but not so long as to reach the curves of the round corners. A cotton strip is next glued over the inside edges of the hinge as a reinforcing under *f*. This must be shorter than *f*. Next a satin strip is fastened onto the top and bottom, but left loose over the sides (see *f*). This answers two purposes: it conceals all the joinings and the hinge and acts as a check in holding up the cover when this is opened. Next, two frames must be made, over which the linings should be draped. These frames should be of a height approximately one-half of the wall into which they will be fitted. For this purpose, two strips of pulpboard cut across the fiber should be joined and fitted, one over the other, and glued together. This is necessary in order to give stability, so that they will retain their shape after being draped. The two pieces of satin are then cut large enough so that when they are depressed inside the frames the edges will protrude far enough to be turned over the outside by means of glue. The frame should be covered with thick glue on the outside and the satin laid over and depressed into the frame, after which each side is turned over and worked smooth over the edges. One or two layers of cotton batting smaller than the inside frames should then be laid on the bottom of the box and then the frame and lining set in as in *e*. It will not do to put any glue on this frame when fitting in, as that would spoil the box; but glue can be applied to the lower edges of the inside collar *c*, which if properly done should show above the lining from the inside. The lining *d* in the top *a* is made and put in in the same manner.

There may be circular or other shaped fittings in these boxes as well as velvet linings, but the methods are practically the same, although the details differ.

The collapsible-front box with attached cover—Fig. 10—is almost similar to Fig. 7, as far as method of building is concerned. The side *e* is of the same length as the bottom *a* and is glued to the side of *a*, after which the ends *c d* are glued on, these being wider than the bottom by the thickness of one board. The top *b* should be longer than *a* by four times the thickness of the walls, unless a No. 20 or thicker board is used, when three times the thickness would suffice. The width of *b* should be no more than that of *a*, plus three thicknesses of the wall. The end-pieces of the top *g i* are not square at the back, as will be noticed. The flap *g* should be long enough to cover *c d* and rest against them when closed. If a thicker board is glued on *g*, as indicated by *f*, that should fit close up to the ends inside *c d;* it must be a little shorter than *a*, because of reinforcing, covering and lining. The inside edges of *a* and *g* should be beveled at *h* to allow for a narrower hinge. When covering this box it is best to cover the ends *c d* first, turning the cloth under the bottom and over the top and front edges, and over onto the back wall *e*. One long strip will cover the sides *g k i;* another piece will be used to cover *g*, which should be turned in on three sides, leaving the cloth at *h* to be glued under the bottom for a hinge, which should be reinforced on the inside with a strip of the same cloth. The top of the box *b* and the back wall *e* are next in order. These should be covered with one piece, with clean and smooth edges, extending from *k* over onto the bottom *a*. The box should then be laid on the side *e* and the cover opened out so as to rest on *b*, when a reinforcing strip can be glued into the joint of the top hinge. This should be left to dry before lining or closing.

The portfolio (Fig. 12) consists of an ordinary case with three flaps. The covers *a* and *b* and the flap *i* are made in one piece and the two flaps *g h* are made separate. The board in the flaps need not be thick, No. 35 or 40 being thick enough. The spaces *e f d* should be equal but not quite as wide as *c*, as the flaps are to be turned inside the cover. The cloth lining should be put in the backs as soon as the flaps are made, as well as in the cover. The flaps *g h* are then glued onto the cover *a*, as shown at *d e*. Pencil loops *k l* can be glued together around a lead-pencil and then fitted in under the lining of *a*. It is quicker to use one piece of cloth for both lining and reinforcing of flaps, instead of using separate paper linings, the same as in the cover.

Next month Figs. 9, 11 and 13 will be described as outlined in the January issue.



"'TAIN'T COLD!"

Photograph by Stanley Johnson, Waupun, Wisconsin.

A DAZZLING MEMORIAL.

Jones — "Holy smoke, Smith, where did you get the headlight?"

Smith — "Oh, this stone?" touching a rock in his tie as big as a hickory nut.

Jones — "Sure; why, it looks like a searchlight."

Smith — "Yes, it is a cute little flare. Well, I'll tell you: Jack made me executor of his will, you know, and after all the other clauses came one providing $2,000 to be used for a memorial stone. This, my dear Jones, is it," touching the rock in his tie.— *Ex.*

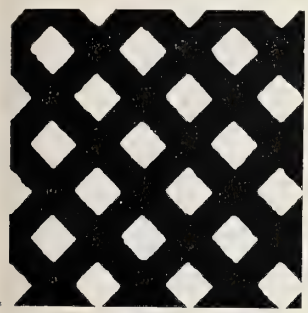
Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Screens for Rotary Photogravure.

The cross-line screens required in rotary photogravure must be the reverse of those used in relief half-tone — that is, they must have transparent lines with opaque squares. Max Levy, the expert on screens, gives in the *Photo-Engravers' Bulletin* four ways in which such screens may be made for use in this process. He says: "No. 1 — an etched screen with a heavy black line ruled in one direction — may be employed by printing upon the tissue, first, one set of lines, and crossing these lines by a second printing



HALF-TONE SCREEN.



PHOTOGRAVURE SCREEN.

with the lines of the screen in the reverse direction. No. 2 is a ruled screen, similar to No. 1 (but not etched), employed in the same manner, but owing to the film upon which the ruling is done, such a screen is perishable. No. 3— an etched screen — may be used with thin black lines crossed at right angles, showing white squares. This screen is used as a master screen, from which the working screens are made by contact on dry plates. No. 4 is the standard screen hitherto employed in the process, and consists of lines ruled crossed on an opaque ground. Such a screen is very perishable; that is to say, the film is very easily rubbed or scratched, and, particularly in a damp atmosphere, is susceptible to injury. It may be used for printing upon the tissue directly or as a master for making working screens by positive and negative."

Photographing on Chalk Plates.

Fred Johnson, Virginia City, wants to know if there is any way an amateur photographer could photograph on a chalk plate? He wants to photograph cartoons from other papers on the chalk so that he may scratch them in.

Answer.— Chalk plates may be made sensitive to light by first wetting them with a sponge wet with salt water. Then spray over the chalk a solution of fifty grains of nitrate of silver in one ounce of distilled water. The druggist should supply the silver solution in an atomizer made entirely of glass or with hard-rubber tubing. The chalk plate is dried in a darkroom and can be printed on by electric light or sunlight either from a negative or the cartoon to be copied. If a yellow light is used to engrave in, the chalk will not be darkened further. Before engraving in daylight the chlorid of silver coating on the chalk will have to be "fixed" by spraying with hyposulphite of soda solution, with which all amateur photographers are acquainted.

Wood Engraving Is Reviving.

"Apprentice," New York, apologizes for the English of his letter, as he has been only two years in this country. He is completing the trade of wood engraving, which he began in Germany, and wants to know if he had not better give up wood engraving and learn photoengraving, which pays better.

Answer.— Stick to wood engraving until you are a competent workman, then you can get a position as a photo-engraving finisher. To begin at photoengraving now would require five years' apprenticeship. The outlook at present is that there will be a growing demand for wood engraving, and skilled wood engravers will command good wages. For catalogue purposes wood engraving has advantages over processwork where textures and a certain amount of detail are required. It only remains for wood engravers to insist on adequate prices for work requiring such technical and artistic skill as theirs to make it a highly profitable employment. The number of skilled wood engravers is not likely to be sufficient to supply the requirements of this class of work should the field for it widen as rapidly as it now promises.

Changes at the Bolt Court School.

Alfred Birch writes from London: "At the annual supper of the London County Council School of Photo-engraving and Lithography (the 'Bolt Court School,' as it is familiarly known the world over), held on Saturday, December 16, it was announced that A. J. Newton, the principal, would resign early in the coming year, in order to take up a leading position in the firm of Wratten & Wainwright, of Croydon, the famous panchromatic dry-plate manufacturers. The school under Mr. Newton and his able assistants, A. J. Bull and W. J. Smith, has done more for the advancement of photoengraving than is commonly known — workers do not always have time to advertise. Many students from all parts of the world, including a number from the United States, have been welcomed at the school from year to year. Mr. Newton's journalistic work and scientific investigations with Mr. Bull are well known, and they may be regarded as in the front rank of the pioneers of the engravers' art and craft. W. J. Smith is remembered with gratitude by many old students for

his craft-instruction, and these three names are, as they deserve to be, of world-wide repute among those whom they have so willingly taught.

"We are glad to hear that, although Mr. Newton's departure is much regretted by the students of the school, he has promised to continue his work in the public advancement of the science and practice of engraving."

"Penrose's Pictorial Annual, 1911-1912."

"Penrose's Annual," that storehouse of everything good for the processworker, has opened its doors once more, and we are permitted to look in and examine what is new in our rapidly changing business. There is no better concrete illustration of the progress of photomechanical processes than in the magnificence of this volume, compared with the modest 64-page year-book it was when it first appeared, seventeen years ago. This annual has more than kept pace with the business: it has led it, and stimulated it. It deserves all the encouragement, and more, that it receives. It is unfortunate it does not reach this country during the holiday season, so that it can be utilized as a Christmas present.

Each volume of the annual contains notable exhibits of the work of the year. The chief feature of the past year was undoubtedly the improvements made in color reproduction. This fact is indicated in the present volume by the increase in the illustrations in color it contains. There are thirty-two inserts in two colors, nineteen in three colors, twelve in four colors and four in five colors. Many of them are portraits from life in color. One of the wonderful results shown is an enlarged reproduction in four colors of a "Kinemacolor" (moving-picture) film. There are in all nearly two hundred and fifty illustrations. The United States is well represented both by engravers and writers.

"Penrose's Annual" may be had through THE INLAND PRINTER. The price is $2.50.

Preparing Zinc for Offset Press.

J. W. N., Detroit, asks: "Is there any secret about preparing zinc plates for transferring to for the offset press? I was a photolithographer some twenty years ago, though all my work was put on stone."

Answer.— The success of offset printing depends to a large extent on the proper graining of the zinc plates. This grain, as on litho stone, is coarse, medium, or fine, depending on the character of work to be printed. As the zinc plates are very large the proper way to grind them is in a graining machine. This machine is a large water-tight box, on the bottom of which the largest-sized plate to be grained is laid. Ground pumice, flint sand or emery powder is scattered over the zinc with some water. Then the box is nearly filled with marbles made of glass, earthenware or steel, preferably the last mentioned. By a curious mechanism the box is shaken in all directions for about an hour, when the zinc will have a beautiful gray matt surface. The plate is drawn out slowly so as not to be scratched, washed well in running water with a clean sponge and dried as quickly as possible with the aid of an electric fan. This will give you a general idea of how the sheets are prepared, though the kind of cutting sand to use and the time of its use are matters of experience. You need not bother about the preparation of the zinc. If you are a photolithographer you will have enough to do to supply the transfers and let the offset press transferrers do the rest.



FUN AMONG THE ARTISTS.
Scene from "Rose Madder, the Beautiful Model; or, Art Is Long," at Le Cabaret du Homard Pourri, Palette and Chisel Club, Chicago.

A Year's Progress in Processwork.

Here are a few sentences from Mr. William Gamble's ten-page review of the progress made in photomechanical-engraving methods during the past year. They are taken from "Penrose's Pictorial Annual." "The continuous progress which has been made in processwork has brought it to such a degree of perfection that it hardly seems possible to surpass its present accomplishments. From a more or less experimental business, engaged in by a very few firms, with its work looked upon with disfavor, and its results somewhat uncertain, the business has risen to a great industry, and an important and indispensable branch of the graphic arts. Intaglio printing in monochrome has made rapid strides during the past year. In America, intaglio gravure has been progressing. Offset printing does not seem to have made the progress expected of it in the past year. We have seen the best results (in printing half-tone and colorwork) from America, but notable as the achievements are in this respect one can not but feel that there is yet something wanting. In collotype the only notable departure is that of double printing to secure greater richness in the shadows. In letterpress color-printing, one of the most notable achievements of the year is in the progress which is being made in wet-color printing. Three-color work by the ordinary system of three separate printings is about as good as it well can be. In half-tone work generally there is nothing new to be recorded. In spite of all efforts to popularize irregular-grained work the prejudice in favor of half-tone with ruled screens remains too strong to contend against. Paynetype has made little headway in the past year. A rival process to it is in the market, called 'Immediography.' Lithographic poster half-tones is a subject which is coming to the front, and should be carefully considered. Machine etching has long since passed the tentative stage and is now part of the every-day practice of all up-to-date photoengraving shops. Newspaper illustrating has made immense strides in the past year.

"There are, undoubtedly, more fields yet to conquer for processwork, and undoubtedly much more will be accomplished. Processwork has grown to be a great and important industry, and the keenness of competition, both among producers and users of blocks, must necessarily induce the effort to make still further improvements. Clever brains are ever at work to discover novel methods of illustration, and so much that is marvelous and fascinating has already been done that we can not doubt but that something still more startling yet will be done. Processwork is meeting the needs of a hustling era, and we feel sure that it will continue to keep pace with whatever speeding-up the progress of modern life demands.



FUN AMONG THE ARTISTS.
Scene from "Rose Madder, the Beautiful Model; or, Art Is Long," at Le Cabaret du Homard Pourri, Palette and Chisel Club, Chicago.

Transfers to Zinc for Relief Etching.

"Lithographer," Toronto, writes: "Since learning my trade I have never had any trouble laying down on zinc transfers from copperplate or stone engraving, or transfers from stone. I have recently had some photolith transfers handed me that would not give up their ink to the zinc. Is there any book on the subject of transfers to zinc for relief etching?"

Answer.— There is no book on the subject of transferring to zinc. The following hints should help you: The reason that ink from ordinary litho transfers goes over so completely and readily to stone is because the starch coat-

ing on the transfer paper absorbs water readily, and moisture, getting behind the ink lines, repels the ink so that it attaches itself to the dry, warm zinc in preference. In the case of the photolithographic transfers, each line or dot of ink has behind it bichromatized gelatin which has been rendered insoluble by the action of light, and consequently will not absorb water readily. Moisture, therefore, does not quickly penetrate behind the ink on the photolithographic transfer to repel it and force it over to the zinc. By floating the photolithographic transfers on water acidulated with sulphuric or nitric acid you will penetrate the light-hardened gelatin which should repel the ink. If one wants to neutralize the acid before transferring to zinc, the transfers might be floated on water charged with ammonia. Should this treatment not overcome your difficulty, please inform this department.

DEEP AND DRY.

A reviewer in the New York *Nation* illustrates his own comments on a certain new volume of essays by a story that is worth putting in circulation. Three hearers, he says, of the admired Dr. X., were talking in the vestibule after the sermon. "We must admit," remarked the first, "that the doctor dives deeper into his subject than any other preacher." "Yes," said the second, "and stays under longer." "And comes up drier," added the third.

GOOD COPY PAYS.

The man who is careless about the preparation of his advertising copy and the man who runs a "one-time" advertisement about twice a year are both taking long chances upon losing whatever money they pay for publicity. The "one-time" advertiser may have an article which offers exceptional value, but if he merely plants the seed and expects the crop to mature without further effort on his part he will very likely be disappointed. The law of the harvest is to reap a multiplicity of that which is sown. But it is equally a law that a systematic and energetic program must be followed by the farmer, if the harvest is to come up to expectations.— *John A. Reddan.*



RELIEF ENGRAVING IN COPPER BY NORTHCOTE.
Courtesy of the Butterick Publishing Company.

Copper as a Substitute for Boxwood.

As there is much difficulty in getting boxwood in large pieces, and of an even grain, it is interesting to examine the effect Mr. Northcote has obtained by the use of copper as a substitute for wood. The engraved line has a crisp, wiry effect that does not resemble the wood-engraved line in the slightest; still this hardness will be overcome as the engravers get better acquainted with copper as the medium, and the proper way to sharpen and use the tools for cutting it. One thing in its favor is that it is much easier from which to electrotype than wood. In former days, when there was much electrotyping to do from wood, electrotypers used gutta-percha to make the mold; to-day the wet-blackleading process injures the wood.

AD. ARGUMENT.

There are advertisers who regard the preparation of copy as of comparatively little importance so long as the name of the article and the name of the firm are printed in type sufficiently large. Some of these advertisements wouldn't sell ice at the equator if the sales depended solely upon the arguments put forth in them.— *John A. Reddan.*

A MYSTERY THAT WORRIES EDITORS.

Newspaper editors know how exasperating it is to find mistakes in their papers in spite of all the precautions that are taken to keep them out. How glaring errors in the spelling of familiar names can pass the copyreader, the proofreader, the make-up, editor and several other sharp-eyed men and get into the paper undetected is a mystery. In a recent issue of the *Editor and Publisher* Gen. Felix Agnus' name was misspelled, the name of his paper was given as the *Sun* instead of the *American,* and he was credited with having a son when he has none. The fact that General Agnus is one of the *Editor and Publisher's* oldest friends and subscribers makes these mistakes particularly provoking.— *Editor and Publisher.*

Cost and Method

BY R. T. PORTE.

Too Busy.

Of all the people on earth, the average printer is the busiest. He is just on the jump from early morning until late at night. His hours are filled with nerve-racking strain, and his energy used to the extreme. Busy, busy as a bee, going from one thing to another. First to answer the telephone, open his mail, wait on a customer, set up a job, put it on the press, now get and cut the stock, or sell a sheet of cardboard, print the job, talk to some one else, take an hour to eat his lunch, and just so busy he doesn't know what to do next.

It is truly wonderful how much these printers have to do — and you would think that they would, in a short time, accumulate for themselves so much of the money of the nation, and get so in the habit of making and getting the money, that our old friend John D. would be put to shame.

The printer is busy, there is no mistake, and that is just the trouble with him. He is so short-sighted and has his nose so close to the grindstone, that he can't lift his eyes and see the dollars that are his, slipping away from him.

When an organization or cost-system enthusiast tries to talk to one of these men, he listens politely, but his mind is far off, and not really understanding what is being said, and when a meeting is to be held he is "too busy" getting out a "rush" job to take the short time to learn anything. He is even "too busy" to read the trade-paper, and only looks at the pictures.

When you want a printer that isn't "too busy" to talk about cost or business methods, you find one who is really making money, who has some idea as to costs, and keeps a set of real books, or has a bookkeeper to keep them.

There is not a cent of profit in the proprietor of a shop being "too busy." Even in the smallest shop he must have time properly to look after his business, and the "front" office should be his first care. More money can be lost through the management of the front office than can ever be made in the workshop.

Don't get "too busy" to see that you are properly paid for the product of your plant.

"Too busy" has put many a printing plant into bankruptcy, and the proprietor to working for some one else.

How to Estimate.

A. H. P. writes: "Would you mind telling me where I can get the necessary information that will put me on the right road to develop, step by step, into a first-class estimator of printing? I have been estimating as best I could for a number of years, but there is yet much that I can learn."

Answer.— The only place to get the information so that you may become an estimator is from a cost system. Certain information as to production is published from time to time, and the United Typothetæ has published a book that has a large amount of statistics and averages which are valuable. To be an estimator you must first be fond of figures and details; you must have an analytical mind and be able to absorb facts and figures and so apply these facts and figures that they can be used in dissecting a job of printing and make them coincide with the cost and averages covering a wide area of printing. If you can't grasp that, you can never hope to be an estimator, and must remain in the "guesstimator" class. Estimators are born, not made; just like poets and painters. Some men can take the facts from cost systems, and the production of work, and so arrange and store these facts for future use, that in looking at a piece of work they can arrive at a price that is correct. But there are very few such men in existence to-day. Also, an estimator may be absolutely correct in his figures, yet through some error in doing the work, more time is used than necessary. Some of these instances will be taken up later in articles in this department. So, you must continue to study, and watch your cost system, analyze each individual job, take averages through your entire plant, and figure, figure, all the time. An attempt to teach estimating by mail is being made. It is hoped that it will be a success, and, at any rate, if you can afford the price, the course will do you no harm. It may teach you how to do it, or how not to do it. Your cost system, in the end, will prove that to you.

Get the Money.

What is the use of doing a job of printing and not getting paid for it? If any one in the whole world is entitled to his money promptly, it is the printer. And yet few of them make prompt collections, and let drag month after month accounts that should be paid.

It is extremely poor business management not to collect what is owing you on the date it is due. The lack of this has caused many an otherwise well-run concern to fail. How often in commercial reports comes the news, "Failed because of poor collections."

The idea that printers' accounts should be paid the first of the month seems to be instilled into the business world, but the idea is entirely wrong. Printing is cash, and should be so paid, and if not, an additional charge should be made for carrying the account.

Some time ago, one of the large electrotype and engraving concerns got out a clever slip, which it sends to all those who do not pay promptly, with a statement of the account. The idea can just as well be applied to printing, and will perhaps be the cause of getting money more promptly. The slip reads as follows:

ENGRAVINGS AND ELECTROTYPES ARE NOT MERCHANDISE.

From the first stroke of the pencil by the artist until the finished product is delivered, *labor* is the prime factor.

Prompt payment of pay-rolls is required by law, and no one takes exception to the law's demand in this.

The cost of the material is a small factor in the production of engravings and electrotypes, and yet no piece of material can be returned to stock

and sold to another customer any more than can the labor expended be returned and sold.

When the engraver or electrotyper is given a certain piece of work to do he is in the position of a foreman, except that he is required to furnish the funds until the work is finished and paid for.

Our terms: In accepting the accounts of companies, firms or individuals satisfactorily rated by the mercantile agencies, we expect payment during the month following delivery.

While the terms as to printing are open to question, yet the meat of the notice is so good, that that part is overshadowed.

Too many times the printer finances some scheme, and prints a lot of stationery and circulars, waiting for the sale of stock, or prospects, or something else; and in the end, maybe, takes stock as part payment, or loses a good share of the account in cash.

This is truer in publishing papers or magazines for others. A recent failure of a magazine in New York shows a printer badly "in" on the deal, when he should have demanded cash in advance and prompt payment upon completion. If more of this were done, there would be fewer fly-by-night and mushroom papers and magazines, to say nothing of promotion concerns with little behind them, except the printed matter obtained on credit from some easy printer.

Get the money, and — if not backed by a reliable concern that pays on the dot — get it in advance.

Another Attempt to "Beat the Printer."

Last month in this department attention was called to a State that was attempting to obtain printing below cost, and now another case has developed, but along a slightly different line.

It seems to be the general idea that there is an immense fortune to be made out of doing printing, and every time some large institution begins to have a lot of printing to do, some one connected with it gets a "bug" in his ear that they ought to have their own plant, do their own printing and save all kinds of money.

The most recent attempt is the Ohio State University at Columbus. There is an attempt being made to put a plant in that institution, but the printers of the State are alive, and are conducting a campaign to show the policy of the whole thing.

Every country printer is affected by this — even if he doesn't do a cent's worth of the work. It is not only the "high-man's" troubles, but yours as well. You can not afford to be selfish in this matter, for if plants of this kind are allowed to start without a protest, not only is there liable to be no end of it all, but in a few years a lot of "junk" is thrown upon the market.

Besides that, in private plants for State institutions there is a tendency to "rush into print" and print a great deal more than is necessary, making a waste of public money. If one State institution starts, others follow, and as the different institutions are scattered all over the State, and reach a large number of printers who do more or less work for them, the aggregate loss to the trade is heavy.

The country newspaper has a wonderful influence, and no man in politics can fight a united press. It is up to the country printer to protect his business interests regardless of political parties, and he should at once protest publicly through his paper, and privately by letter, against taking a portion of his livelihood from him to meet the crack-brain ideas of some theorist. The time to act is all times, and every member of the legislature of every State, before he is supported by any newspaper, should be plainly given to understand that the country printer is a power, and wants only a fair deal, fair prices, and to be allowed to get his portion of the State printing.

There is a need of reform in the letting of contracts and the setting of prices for State, county, city and all public printing.

The method to-day is unfair, unjust, and leads to graft. It is up to the country printer to help reform this one thing. Get busy!

GREAT EASTERN COST GATHERING.

That the East is aroused about the cost question there can be no doubt. The meetings at Boston last fall and at Philadelphia on January 16 and 17 prove it, for both have the distinction of having been attended by about eight hundred persons. The Philadelphia session is said by observers to have reached high-water mark in point of enthusiasm and strict attention to business. An innovation was the policy of keeping the audience under the same roof from the opening to the closing of the day. Luncheon and the informal banquet were served in the hall which is the home of the Scottish Rite. There was some vaudeville at the banquet and a stereopticon lecture by the printer-orator, Henry P. Porter, of Boston, Massachusetts, on "The Printer and the Dollar."

The feature of the banquet, however, was the two-act play, "The Revised Proof," which originated with the Philadelphia organization. The preliminaries were participated in by E. Lawrence Fell, who called the meeting to order, after which Rev. Joseph W. Cochran invoked the divine blessing and Mayor Blankenburg welcomed the guests in behalf of the city, and George H. Buchanan "greeted" them in the name of the local printers. Capt. J. Stearns Cushing, president of the United Typothetæ, responded to the welcoming speeches.

E. Lawrence Fell, of Philadelphia, was named permanent chairman, and W. J. Eynon, of Washington, D. C., and W. H. Albright, of Reading, Pennsylvania, were selected as secretaries. In naming Robert N. Fell, of Philadelphia, as treasurer it was mentioned that his office is on the site occupied by Benjamin Franklin's office more than a century ago.

After the assembly's organization J. A. Morgan, of Chicago, chairman of the American Printers' Cost Commission, spoke on the "Importance of the Cost System," which he declared was "a tabulation of the units of product," and asserted there was "just as truly a fixed cost for every hour of composition, presswork or binding as for a ream of paper which the printer purchases."

Speaking on "The Printer of the Future," J. Clyde Oswald, editor of *The American Printer*, said the standard of the business and the men engaged in it were steadily advancing, which augured well for the future.

Franklin W. Heath, secretary of the United Typothetæ, spoke on "The Need of Coöperation," and lauded the work of cost congresses.

Illness prevented the attendance of G. H. Gardner, of Cleveland, so his paper on "The Printer as a Business Man" was read by Julius Weyl, of Philadelphia.

Albert W. Finlay, of Boston, talked on "The Meaning and Necessity of Cost Finding," and took occasion to condemn the methods employed by some machinery-makers in showing low cost of production. He said these methods militated against the interests of the employing printer.

Chadwick P. Cummings, of Philadelphia, gave his chart-illustrated "Demonstration of the Standard Cost-finding System," which was followed by a discussion.

Sandwiched among these city printers was O. D. Shock,

president of the Pennsylvania Editorial Association, who handled " The Country Newspaper and Job Office." He said the support received by the local newspaper and job printer is the truest index of the status of a community.

Following the banquet and entertainment mentioned above, Mr. Porter, of Boston, opened the second day's proceedings by telling his auditors " What Organization and the Cost System and Organization Can Do for the Printer."

In an address on " What the Cost System Has Done for the Printers of Haverhill, Massachusetts," J. E. Wade, of that city, denounced the practice of soliciting business already awarded to another firm, characterizing the act as being " pure robbery."

Edgar Barnes, a bank attorney, spoke on " The Printer and His Banker," proving a Job's comforter when he said: " Often a printing-office stands for only so much old iron, and credit is extended more on the character of the printer than on the worth of the collateral."

W. J. Eynon, of Washington, D. C., dilated on " What the Cost System and Coöperation Has Done for the Printers of This Country," while John M. Imrie, of Toronto, told about " The Cost System and the Canadian Printer." George H. Perry, of New York city, rather " knocked " the job-printer's trade when he said " One newspaper advertisement is worth a ton of other advertising," in his address on " The Printer as an Advertiser." The ever-active Alfred J. Ferris, secretary of the Graphic Arts Fire Insurance Company, took advantage of the opportunity to demonstrate the merits of coöperative insurance.

THE secret of art in printing, as in all other industries, can be cited in one sentence, and that is simplicity, combined with careful attention to every detail.— *British Printer.*

FIRST COLORADO COST CONGRESS.

One of the best of the numerous gatherings of printers that Denver, Colorado, has had in the past few years was held January 8 and 9, when the first Colorado Cost Congress met under the joint auspices of the Colorado State Editorial Association and the Denver branch of the United Typothetæ of America. About one hundred and fifty editors, publishers and printers were present, and the success of the meeting can be largely attributed to the work of Chairman George E. Hosmer, Colorado State Commissioner of Printing, and Secretary William G. Chamberlain, who is also secretary of the Denver Typothetæ.

Following the sessions of the annual meeting of the Editorial Association, which were held on Monday, the first day of the meeting, the subject of cost finding was introduced by F. B. Abernathy, the president of the Denver Typothetæ, who spoke on " The Principles Involved in the Cost Finding Movement."



At 7 P.M. a banquet was served in the convention hall of the Albany hotel, and immediately following this Chairman Hosmer introduced Otto Thum, who in turn introduced H. W. Flagg, assistant secretary of the United Typothetæ, with headquarters at Chicago.

Mr. Flagg gave a very interesting chart demonstration of " Finding the Cost," showing upon large charts all the forms used in the standard uniform cost-finding system, and explaining how each of the forms was used.

He made his remarks particularly applicable to the country printers and editors who were, many of them, unfamiliar with the system, and showed them how the system could be adapted with beneficial results to even the smallest plant. He showed how the overhead or office expense of every plant is a large percentage of the total

operating expense, and that the cost of work in the small town is not necessarily less than in the city, because the cost of doing business must be apportioned to fewer hours of productive time in the plant. Generally, he considered that the cost of work in the country is higher than in the city, which was somewhat of a surprise to many of those present.

Mr. Flagg further stated that the records of the cost system should be kept in the office safe each night, and that the system is valuable if for nothing else than for the showing of work done on incompleted work that can be made to the fire-insurance companies in case of fire in this way. He said that in a recent large fire in Birmingham, Alabama, the insurance companies settled with a printing-house for this work without question, when otherwise nothing might have been paid for this loss because the value of the incompleted work could not be shown.

Mr. Flagg invited questions regarding the cost system, and explained in answer to these how the system could be adapted to the small shop, and how little time was required to keep the simple records, which he characterized as merely addition and division.

Following Mr. Flagg, Joseph Hays, of Chicago, spoke briefly on the need of standardizing the printing business.

Tuesday morning Carl Anderson, of Fort Collins, introduced the subject of "Cost Finding as Applied to a Combination Newspaper and Job Plant." After outlining the subject briefly he turned it over to Ralph A. Goff, connected with the same plant — the Courier Printing & Publishing Company — who told of the way in which they handled the two departments, treating the newspaper as a job in the job department, which he said proves a successful method of treating the newspaper in a combination shop. Discussion followed the paper.

B. F. Scribner, of the Franklin Press, Pueblo, spoke on "Correct Selling Prices," and while admitting that he could not fully decide the question, he shed bright light on the subject for those present. The gist of his remarks was to the effect that, knowing the cost of production as it can be known through cost-finding systems the printer should get a fair profit from his work and on his investment.

"Benefit of the Cost-finding System" was ably discussed by D. S. Gilmore, of Colorado Springs, who has been an insistent booster for the system ever since his firm installed it about a year ago. Some of the benefits that he mentioned are that the system will take the conceit out of printers who have been deceiving themselves, and put brains in place of this conceit; that it will bring a profit to the printer on his work and will place him on a much better footing with his customers in securing fair prices.

E. L. Bristol, of Cheyenne, Wyoming, who was to speak on "What Membership in the U. T. A. Means to the Small Printer," was unable to be present, and his paper was read by Secretary William G. Chamberlain, Jr. Mr. Bristol was of the opinion that membership in the Typothetæ was as important to the small printer as to the proprietor of the large plant, although the small printers are usually slower to realize this. He recommended the work of the organization highly, and urged every printer to adopt the cost system if he had not already done so.

Charles F. Hynes, superintendent of the Smith-Brooks Printing Company, Denver, spoke on "The Cost System as an Efficiency Promoter," and cited instances from his own experience in directing the work of a large plant where the cost system benefits largely in increasing the efficiency of employees and the service of a plant.

Guy U. Hardy, of Cañon City, spoke on "How to Protect Ourselves from Bad Debts." The substance of his remarks were: Don't make bad debts. If you have made them, collect them as soon as you can, and if you can't collect them charge them off and forget about them as soon as possible.

The committee, which had been appointed to report on the matter of a permanent organization, reported at the close of the Tuesday session through the chairman, F. B. Abernathy, recommending that a permanent organization be effected to be known as the Colorado Cost Congress, and that the constitution and by-laws be left to the following tentative officers: President, D. S. Gilmore, Colorado Springs; first vice-president, Carl Anderson, Fort Collins; second vice-president, C. E. Adams, Montrose; treasurer, Frank Wright, Trinidad, and secretary, William G. Chamberlain, Denver. This recommendation was adopted, and, after a vote of thanks to the general committee of arrangements, the first Colorado Cost Congress adjourned.

Following were the members of the joint committee who had charge of the arrangements for the congress:

Representing Colorado Editorial Association — George E. Hosmer (chairman), Morgan County *Herald*; Carl Anderson, Fort Collins *Courier;* Charles H. Wolfe, Greeley *Tribune*. Representing Denver Branch United Typothetæ of America — William J. Burke, the Williamson-Haffner Company; Otto F. Thum, the Majestic Printers; R. E. Merritt, the Merritt Printing & Stationery Company; William G. Chamberlain, Jr., secretary, Denver Printing & Publishing Company.

PACIFIC COAST COST CONGRESS, FEBRUARY 19 TO 21.

The printing industry of the Pacific coast will hold its second cost congress at Los Angeles on Monday, Tuesday and Wednesday, February 19 to 21. The publicity committee says the weather man has guaranteed a temperature of between 65° and 75°, so a large attendance is expected. Portland, Seattle, Spokane, Tacoma, Vancouver, San Francisco, Sacramento and San José will each send one or more representative men to participate in the symposium, which is to be a feature of the gathering. It will consist of recitals of the accomplishments of organizations, comparisons of methods for influencing or controlling selling prices, data about equipment and product, and the handling of credit and collections.

At this writing the partial program includes a paper by Chadwick P. Cummings, of Philadelphia, on "Estimating, the 'Follow-Up' of the Cost System"; W. Elno Beavis, of Los Angeles, will talk on "From the Customer to the Factory," giving an analysis of an order for printing from the salesman to the workman, showing what to do and what not to do; Senator Seneca C. Beach, of Portland, will ride an old hobby of his when he speaks on "The New Relations of the Supply Man and the Printer," telling what has been accomplished and suggesting reforms for the future; P. C. Kenyon, of Des Moines, Iowa, will answer the query "Does the Cost System Cure All the Ills of the Printing Business?" and there will be a demonstration of the Standard Cost System, in which the new charts of the United Typothetæ will be used.

Not all the time will be taken up with business, as that would not be Californialike. The entertainment program includes a general reception on Monday evening, a luncheon for the delegates and a sightseeing trip for the ladies on Tuesday, who will be tendered a reception on Wednesday afternoon, while all will be entertained at a theater party at night. Thursday will be playday entirely, the party leaving at 10 A.M. for a trip to Mount Lowe, where lunch will be served.

Obituary

Capt. John Franklin Cothran.

Capt. John Franklin Cothran, founder of the Mobile (Ala.) *Item*, and a veteran of the Civil War, died on December 13 at his home, in Mobile. Captain Cothran began his career in the printing business as "devil" on the Marion (Ala.) *News*, and had as his companion on the paper Col. Sumpter Lea, who later became one of the leading lawyers of the State. After the war Captain Cothran returned to Mobile and engaged in the job-printing business. At the close of the yellow fever epidemic, in 1897, he began the publication of the Mobile *Daily Item*, and continued as president of the company to the time of his death.

Col. John H. Filler.

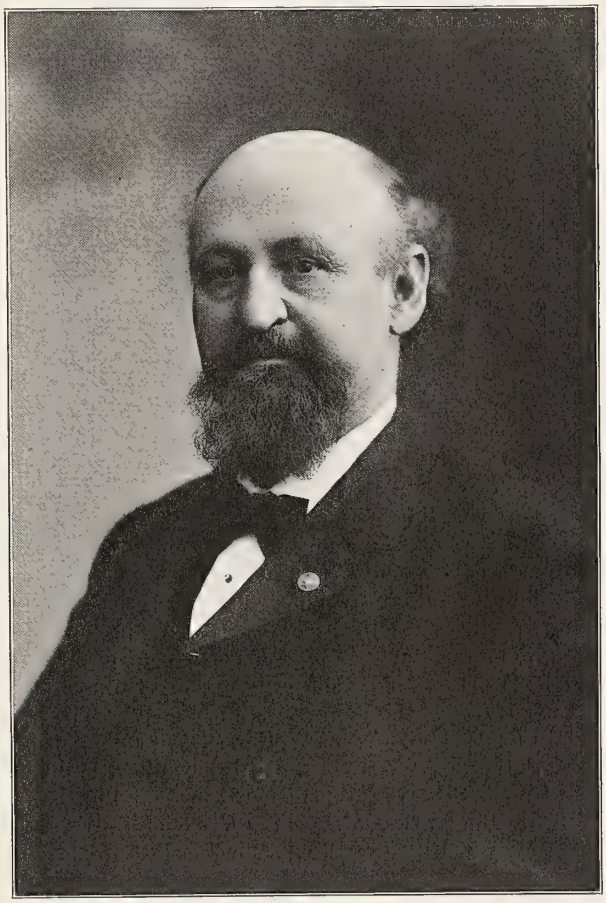
Col. John H. Filler, editor, lawyer and veteran of the Civil War, died at the home of his brother—W. H. Filler—at Warren, Pennsylvania, on December 30. When twenty-one years old Colonel Filler edited the Bedford (Pa.) *Inquirer*, later taking up the practice of law. At the outbreak of the war he raised the first company in Bedford county, being Company G, Thirteenth Regiment, for three months' service. Reënlisting, he served throughout the struggle, and was mustered out as colonel of the Fifty-fifth Regiment, Pennsylvania Volunteers. After the war he served as an officer in the regular army stationed at Lynchburg, Virginia, but resigned shortly and reëntered journalistic work. He was editor of the Harrisburg *Patriot* for a number of years. In 1881 he joined the editorial staff of the Philadelphia *Record*, and was one of the editors of that paper when stricken with his final illness. Colonel Filler was eighty-three years of age, having been born at Bedford, July 18, 1829.

Harrison T. Chandler.

Harrison T. Chandler, president of the Chandler & Price Company, manufacturer of printing-presses and printing machinery, Cleveland, Ohio, passed away at his home, 10007 Euclid avenue, that city, on January 1, at the age of seventy-one years.

Mr. Chandler was born in Chandlerville, Illinois, and when twenty-two years old entered the service of his country as a soldier in the Civil War, serving throughout the conflict. After peace had been declared in 1865, he returned to his birthplace, and entered the banking business, later becoming the head of the bank at Chandlerville. In 1881 he went to Cleveland, Ohio, and purchased an interest in the Cleveland Type Foundry, serving as one of its officers for three years, when he formed a partnership, under the name of Chandler & Price, for manufacturing printing machinery. In 1895 the company was incorporated, Mr. Chandler being elected president of the corporation, and serving in that capacity until the time of his death.

Few men with successful business careers have been able to gain and hold the good will, implicit faith, and unfeigned loyalty of their associates to the degree which marks the record of Mr. Chandler. His consideration for others was so prominent and beautiful a characteristic in all of his dealings that his great unselfishness will ever be remembered by those who knew him well. And his honesty and integrity can not better be expressed than in the words of a friend who enjoyed a "thirty-one years' acquaintance, and not an intimation that could be aught but honest and straight as God meant all men to be."



HARRISON T. CHANDLER.

Mr. Chandler entered the field of printing-machinery manufacture in comparatively recent years, yet his name and his products have become favorably known not only in all of the United States but throughout Europe and in some of the Asiatic countries. During his manufacturing career, 42,562 presses and 5,505 paper-cutters were built and sold by his company, and it is said that not a single machine proved to be defective.

Mr. Chandler was a thirty-second degree Mason, a member of the Cleveland Chamber of Commerce, the Ath-

letic Club, the Union Club, and was interested in various local industries. He leaves a wife and two daughters — Mrs. S. W. Tucker and Mrs. R. J. Frackelton.

Edgar B. Woodward.

Edgar B. Woodward, president of the Woodward & Tiernan Printing Company, St. Louis, Missouri, died at his home in that city on December 15, after an illness of more than a year from stomach trouble. He had a nervous breakdown about two years ago, when he went to Hot Springs, Arkansas, returning after several months greatly



EDGAR B. WOODWARD.

improved in health. It was not long after he resumed his duties, however, that he again became ill. One side of his face became paralyzed, and the condition slowly spread to other parts of his body. Mr. Woodward, on the death of his father — William H. Woodward — succeeded as head of the firm in 1904, and had exerted a big influence in making the name of Woodward & Tiernan favorably known throughout the West. Besides his son and wife, Mr. Woodward is survived by three sisters and three brothers. The brothers in St. Louis are: Walter B. and Louis B. Woodward. Julius W. Woodward, a third brother, is an officer in the United States army, stationed in Montana. The sisters in St. Louis are: Mrs. Mary Ernst and Mrs. Edward Mead. Mrs. J. Dillon, a third sister, resides in Texas.

David Reid.

David Reid, journeyman printer, well known in many parts of the country, died in St. Louis, Missouri, on December 22. "Dave," as he was familiarly known, was noted for his quick wit and art of repartee, as well as for his genial disposition and big heart. Born in Philadelphia fifty-six years ago, he was of the old school of printers, and although he had spent twenty-five years in Burlington, Iowa, he had traveled over a large part of the United States during the later period of his life and was known in many composing-rooms. He is survived by three brothers and three sisters — Millard Reid, of Burlington; Charles and Frank Reid, Mrs. Ed. Vanderpool, Mrs. Mary Burnett and Miss Jennie Reid, of Chicago.

James F. D. Garfield.

James F. D. Garfield, a pioneer in the early journalism of Fitchburg, Massachusetts, and later prominent in business circles, died at his home in that city on December 14. Mr. Garfield was born in Langdon, New Hampshire, in 1828. He early learned the printer's trade and was engaged in the business for a number of years. From 1852 to 1860 he owned the Fitchburg *Sentinel*, which had been established by his brother. Afterward he engaged in various business lines and activities. In recent years he had devoted much of his time to the interests of the Fitchburg Historical Society, and had contributed the site on which the new home of the society is being erected.

GASOLINE BULLETIN.

A pint of gasoline left open in a basin in a room at a normal or average temperature will entirely evaporate in twenty-four hours. The gasoline vapor is heavier than the air and sinks immediately to the floor, and unless it is disturbed by active air currents will remain in the room for many hours. One pint of gasoline will make two hundred cubic feet of explosive mixture. Without becoming too scientific, it may be said that this gasoline vapor is seven times more powerful than gunpowder.

Every gasoline explosion and fire that occurs in the home is due to ignorance and carelessness on the part of the user. Gloves must be cleaned, fabrics must be dipped in gasoline or alcohol and their use will continue. For that reason, it is vitally important that the user should have all the information possible about the danger incurred.

Gasoline should be used in open air wherever possible, but if it must be used in the house, all the windows should be opened wide and a sufficient draft created to drive all the vapor from the room. It is almost criminal to use gasoline in the kitchen or other rooms where it is exposed to fire. The vapor has been known to jump thirty feet from a tank in the open air and explode with such violence as to wreck the tank-car and burn all the buildings in the immediate neighborhood.

It is not necessary to touch a match to it. A spark from the heel of a shoe striking a tack or nail will explode the vapor. A lighted gas jet will produce the same result. Keep gasoline away from every kind of flame, even if that flame is enclosed as in a stove or furnace.

Articles dipped, washed or soaked in gasoline give off an explosive vapor for hours after. They should be thoroughly aired before being used and always kept away from exposed flame. A woman cleaned her gloves with gasoline. An hour later she put them on to go out. Before leaving the house she stopped to light the gas. The gloves caught fire and severely burned her hands and arms. This occurred in Rochester.— *William J. Trimble, Chairman, Fire Prevention Committee, Rochester Chamber of Commerce.*

KINDLY MAIL CHECK.

How dear to our heart is the steady subscriber
Who pays in advance at the birth of each year,
Who lays down the money and does it quite gladly,
And casts 'round the office a halo of cheer.
He never says, "Stop it; I can not afford it,
I'm getting more papers than now I can read."
But always says, "Send it; our people all like it —
In fact we all think it a help and a need."
How welcome his check when it reaches our sanctum,
How it makes our pulse throb; how it makes our hearts dance.
We outwardly thank him; we inwardly bless him —
The steady subscriber who pays in advance.

Trade Notes

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

To Install New Plant.

The Boatwright Brothers Company, of Danville, Virginia, whose printing plant and bindery were recently destroyed by fire, has announced that new equipment will be purchased and the business reëstablished. Supply houses have been asked to forward catalogues.

Printer Is Good Farmer.

That a printer may become a farmer and still be successful has been demonstrated by Will Ennis, an old-time printer and foreman of this city, who five years ago rented a farm near Lamoille, in this county, says the Burlington (Iowa) *Gazette*. In the five years Ennis has made from his rented land enough money to buy 320 acres in Pine county, Minnesota, and have in cash besides the sum of $3,285. Ennis will move to his new home in Minnesota in the spring.

Printers of Eastern Canada to Have Congress.

The tentative program of the Cost Congress of the Printers of Eastern Canada, received just as we were closing our forms, indicates that the meeting, scheduled for February 22 and 23 at Toronto, will be the most important so far held in that country affecting printers. Secretary Chester B. Ames states that an attendance of about five hundred is expected, and the program is rich with interesting subjects and able speakers, some of whom have achieved an international reputation.

Classed as Lithographic Prints.

Gelatin printed post-cards have been placed in the category of lithographic prints by the Board of United States General Appraisers, so far as the tariff act of 1897 is concerned. H. Hagemeister & Co., of New York, some time ago imported some of these cards, and Collector Loeb classed them as printed matter, returning them for duty, with a tax of twenty-five per cent of the value. The board reverses the collector, sustaining the claim that the cards come under the head of lithographic prints.

The Roberts Fire Leads to Consolidation.

Those who have observed Robert E. Ewing, of Birmingham, Alabama, at printers' meetings have been impressed with his possession of two standing-out qualities — energy and directness. In business he demonstrates those qualities. The plant of his firm was destroyed on November 24, when he promised to open soon "bigger and better than ever." Within the space of three weeks Mr. Ewing's firm — Roberts & Son — announced it had acquired the capital stock of the Roberts Printing Company. This concern has been in existence since 1872, and its chief — Charles Roberts — retires to essay public life, being a candidate for membership on the board of revenue of Jefferson county, Alabama. Though the same gentlemen are officers of both companies, it is the present plan to continue the business under the old firm names. The building of Roberts & Son is to be rebuilt immediately; meanwhile that firm has taken possession of the building and plant of the Roberts Printing Company and is handling all orders. The board of directors of Roberts & Son is composed of the following gentlemen: Robert W. Ewing, president; Richard W. Massey, vice-president; James G. Smith, secretary and treasurer; G. F. Thum, superintendent of plant; W. B. Dickerson, E. M. Tutwiler, R. T. Anderson, Hill Ferguson and Richard V. Evans.

New Printing Concern at Providence.

Frederick C. Jones and Robert B. Jones, of Providence, Rhode Island, and Albert C. Venner, of Warwick, have filed articles of association with the Secretary of State, creating the Edward S. Jones Company, to engage in the general printing and engraving business at Providence. The new concern will specialize in half-tones and the three and four color process, together with embossing and fine catalogue work. The officers are: President and treasurer, Frederick C. Jones; secretary, Robert B. Jones; superintendent, A. C. Venner.

Periodical Publishers to Have Noted Guests.

On February 2, the Periodical Publishers' Association will hold its annual meeting and dinner at the Bellevue-Stratford Hotel, Philadelphia, Pennsylvania. According to the latest acceptances received by Cyrus H. K. Curtis, chairman of the committee, the dinner will take the line of a forum for prominent presidential possibilities. Senator La Follette, of Wisconsin; Governor Wilson, of New Jersey, and Colonel Roosevelt are among the guests who are expected to be present at the table surrounded by the leading periodical publishers, editors of one hundred and fifty or more great newspapers, and four hundred or more famous writers and artists.

Teller-Hurst Engraving Co. of Rochester, New York.

Victor W. Hurst, who has been actively connected with the Syracuse Teller-Hurst Engraving Company, has severed his connection with the Syracuse organization and has taken over the Rochester Teller-Hurst Engraving Company, a separate corporation which was organized a year ago to do high-grade colorwork. The Syracuse Teller-Hurst Engraving Company was formerly the H. J. Ormsbee Engraving Company, one of the first engraving concerns in the United States. The Rochester Teller-Hurst Engraving Company is the plant of the engraving department of the Central Printing & Engraving Company, which has always had a high reputation for the excellence of its engravings. It is the purpose of the new organization to devote itself to the highest class of work. Associated with Mr. Hurst, who was also for a time with the Binner-Wells

Company, are Ralph P. Hurst, as sales manager, and Herman Friese, color expert, formerly with the American Colortype Company, of Chicago, and the Binner-Wells Company.

W. E. Eldridge Now with Braid & Hutton.

W. E. Eldridge, formerly with the Tri-State Printing Company, of Ashland, Kentucky, has recently accepted the management of the stationery department of Braid & Hutton, of Savannah, Georgia. This well-known concern has been in the printing business in Savannah for about twenty-one years, and it is now opening a large stationery department in connection with its printing plant. Braid & Hutton will be pleased to receive catalogues and circulars of stationery goods from manufacturers in this field, and invite makers of office specialties to send in descriptive literature, as the concern will take on a number of agencies for meritorious specialties.

Lynch Brings New Suit.

A new suit, asking $100,000 damages, has been filed against the National Association of Manufacturers by James M. Lynch, president of the International Typographical Union. The former suit grew out of a resolution passed by the directors of the association relative to the Los Angeles *Times* explosion, but it was dismissed on the ground that the complainant did not show that the resolution referred to him as an individual. In the new action Mr. Lynch asserts that the resolution of the defendants implied that he was using the money of the union for the purpose of fostering crime and murder, and accordingly gave the impression that he had been a confirmed criminal for years and an enemy of law and order.

The Miehles to Market a New Press.

Announcement is made that the State of Maine has granted a charter to Robert Miehle & Son for the purpose of manufacturing printing-presses and other machinery. The capital stock is $250,000, and Robert Miehle is president and A. M. Miehle treasurer.

Robert Miehle is known to fame as the inventor and designer of the popular press of that name, and up to a year ago was connected with the Miehle Printing Press & Manufacturing Company. With the assistance of his son, he has since designed another press, which the newly formed company intends putting on the market. The present address of the concern is 6218 Winthrop avenue, Chicago.

Government Printers Want More Pay.

Public Printer Samuel B. Donnelly believes that the employees of the Government Printing Office are entitled to the increase of wages they are seeking. In his report Mr. Donnelly says this, relating to the employees:

"As a recognition of the increased efficiency of the employees of the office, particularly during the past two fiscal years, it is recommended that consideration be given to their requests for an increase in pay.

" There are employed in the Government Printing Office more than two hundred and fifty persons above the age of sixty-five, and it would be of advantage to the Government to provide for the retirement of those who have given to the public service the best years of their lives and who may be unable to perform an average day's work. This could be equitably accomplished through the adoption of a plan which would in effect amount to an annuity to each employee upon arriving at the age of retirement or upon becoming disabled. The basis of such annuities should be length of service and the salary or wage received during their employment, which in the case of those who have been in the service for many years would meet their ordinary requirements during the remainder of their lives. Such a plan would result in saving a large proportion of the amount that it is conceded generally is now lost through the superannuation of employees, and would at the same time be an act of justice to the individual and a recognition of long and faithful service."

Chicago Typothetae Honors Franklin.

In keeping with its custom, members of the Chicago Typothetæ commemorated the two hundred and sixth anniversary of Franklin's birth by holding their twenty-fifth annual banquet in the Gold Room of the Congress Hotel on January 17. Covers were laid for two hundred and sixty, and, gastronomically, the affair was the most successful of the business men's dinners of the season, an unusually large number of out-of-town guests being present.

President Southworth was in the chair and introduced W. H. French, of Barnhart Brothers & Spindler, as toastmaster, who acquitted himself in his usual masterly manner. A. M. Glossbrenner, of Indianapolis, and first vice-president of the United Typothetæ, gave a historical sketch of the organization. He was followed by L. Y. Sherman, who spoke on Benjamin Franklin. J. Horace McFarland, of Harrisburg, Pennsylvania, made an earnest plea for " The Higher Education of Printers," and John U. Higinbotham gave "A Study in Types," in witty vein. These gentlemen composed the banquet committee: W. A. Grant (chairman), E. H. Wimpfheimer (chairman Banquet Committee), T. E. Donnelley (chairman Committee on Speakers), R. M. Eastman (chairman Invitation Committee), A. Taylor, W. H. French, Forest Hopkins, James White, F. M. Preucil, W. F. Klein, O. A. Koss, C. P. Soulé, E. A. Legros, J. Fred Butler, F. W. Galbraith, Jr., C. J. Keller, D. F. Keller, W. C. Gillett, W. H. Sleepeck, H. L. Ruggles, C. B. Stearns, Toby Rubovits, F. J. Clampitt, T. M. Ball, Henry T. Smith, John M. Tuttle, E. H. Stevens.

Old-time Printers' Association of Chicago.

The most democratic of all the assemblages in the printing trades — the Old-Time Printers' Association's dinner and dance on Ben Franklin's birthday anniversary — brings together old friends in a most delightful way. The twenty-seventh annual reunion was held at the Hotel Sherman, January 17, and nearly four hundred sat down to dinner. Rev. A. C. Anda gave the benediction, and President Philbrick introduced the Hon. J. E. W. Wayman, the State's Attorney, who was billed to speak on " Benjamin Franklin, Printer." Mr. Wayman ingenuously admitted that he had investigated the record of Franklin only very recently — in fact, some of the banqueters suspected that he left the room a few minutes for that particular purpose. At all events, the speaker drew a comparison of Franklin as an idealist and practical doer with the modern idealist, whose concepts are so high that he gets nothing done and simply blocks the way against getting anything done. The particular application was not stated, but the speaker opined that the comparison would " sink in." The rooms were cleared for dancing after the banquet, and an easy social celebration was carried out in the good old-time way.

Growth of the Printing Industry.

According to the preliminary statement of the general results of the Thirteenth Census, as related to printing and publishing, issued on December 30 by Director Durand, of the Bureau of Census, Department of Commerce and Labor, Washington, D. C., there has been a healthy growth in the industry. In 1904 there were 27,793 printing and

publishing establishments in the United States, while in 1909 there were 31,445. In the same period the amount of materials used mounted in value from $142,514,000 to $201,775,000, and the increase of products turned out from $552,473,000 to $737,876,000. In 1904, 287,679 persons were employed in the business, while in 1909 there were 358,042. In 1909 the amount of salaries and wages paid shows an increase of thirty-eight per cent as compared with 1904, the figures for the latter year being $194,944,000 and for the former $268,086,000.

There was but a small increase in the number of newspaper and periodical publications, although the aggregate increase of circulation was considerable, indicating a tendency to consolidation in the publishing field. In 1909 there were 22,143 newspaper and periodical publications in the United States, as against 21,848 in 1904, an increase of only one per cent, while the average aggregate circulation jumped from 150,009,723 in 1904 to 164,468,190 in 1909, an increase of ten per cent. A notable increase was in publications devoted to science and mechanics. These rose in number from 83 to 139, or sixty-seven per cent, and in circulation from 525,523 to 1,421,955, or one hundred and seventy-one per cent.

Printing Crafts Association Elects Officers.

The first annual meeting of the Chicago Printing Crafts Association was held on January 16, at the clubrooms of the Chicago Advertising Association, 73 West Monroe street, and was well attended. After partaking of a steak dinner, the members were informed by President Richards that, as new officers were to be elected, it would be necessary to proceed at once to business, and he called for the report of the Nominating Committee at the conclusion of the reading of the minutes of the last monthly meeting. The recommendations of the committee were concurred in, with one exception. William R. Goodheart, who had served as vice-president during the past six months, received the endorsement of the committee for reëlection, but the name of A. A. Murray, of the McFarland, Shumway & Armstrong Company, was presented by one of the members. On the first ballot Mr. Murray tied Mr. Goodheart for the honor, and received a substantial majority on the second ballot. Following is a list of the officers elected:

President — E. R. Richards, Sears, Roebuck & Co.

Vice-president — A. A. Murray, McFarland, Shumway & Armstrong Company.

Secretary — Edward D. Berry.

Treasurer — F. S. Wiley, Rand, McNally & Co.

Board of Governors — H. W. Campbell, W. F. Hall Printing Company; V. C. Guston, Metropolitan Syndicate Press; U. G. Hinman, Rogers & Co.; E. J. Manske, Barnhart Brothers & Spindler; Christen Olsen, Manz Engraving Company; Thomas P. O'Neill, Barnes-Crosby Company; A. D. Robrahan, Brislane-Hoyne Company; W. C. Schmidt, Brock & Rankin; F. R. Shank, Faithorn Company; M. J. Whiland, John F. Cuneo Company.

A vaudeville program was presented during the counting of the ballots, which had the effect of putting every one in a genial frame of mind, and when the friends of Mr. Goodheart learned that he was beaten, it was taken in good part, and the defeated candidate made a speech, stating that the result would have no effect on his loyalty to the association — that his heart was in the work, and he would assist the officers in every way possible to bring success to the organization.

President Richards stated that a committee would be appointed, consisting of three members from each department of the trades, to take up the matter of investigating new methods and processes, with the purpose of submitting the committee's reports for general discussion at the monthly meetings during the coming year.

West Wisconsin Ben Franklin Club.

A total of nearly $1,000 raised for a stricken brother, Merlin Hull, of Black River Falls, the reception of seven new members, a stirring talk on costs, by W. T. Cole, the Minneapolis cost expert, and election of officers, were the net results of the annual meeting of the West Wisconsin Ben Franklin Club (Tenth congressional district), held at Eau Claire Monday, January 8. Every member who failed to attend this meeting missed one of the opportunities of his lifetime to get a clear understanding of a cost system and the results it produces.

The situation from a printer's standpoint has been very bad at Eau Claire and Chippewa Falls, and it was with the idea of getting the Eau Claire and Chippewa Falls folks interested in finding out what it costs them to do business that the meeting was held by the club at Eau Claire.

While late trains and other reasons kept several old members away, those on hand and the Eau Claire and Chippewa folks made up in enthusiasm for these absences.

The club was royally entertained by the publishers of Eau Claire, with a fine dinner at the Eau Claire Club (one of the finest club buildings in the State), after which Mr. Cole gave his talk on costs, with blackboard demonstration. Needless to say that what he pointed out was a revelation to the assembled printers.

In the afternoon Mr. Cole gave an address on "Organization," pointing out the benefits of an organization in Minneapolis and what could be done elsewhere.

The following officers were elected for the ensuing year:

President — F. M. Welch, New Richmond.

Vice-president — George J. Nash, of Eau Claire.

Secretary-treasurer — Jonathan Boothy, Menomonie.

Charles Lowater was the retiring president, the constitution providing that no officer can hold his office for more than one term.

New members were received as follows: Telegram Publishing Company, Leader Publishing Company, Herald Publishing Company, Eagles Printing Company, Eau Claire Book & Stationery Company, all of Eau Claire; Herald Printing Company, Chippewa Falls, and Inter-County Publishing Company, Stanley.

The next meeting will be held at Eau Claire, Monday, April 8.

Agitation for a "Rational Almanac."

Insurgency is rife, as all the world knows, but it will surprise not a few to know that the Royal Society of Canada has declared itself an insurgent. It protests against our "clumsy months," which necessitate a new crop of almanacs every year. The principal human object of its aversion is Augustus Cæsar, who, 1,939 years ago, is accused of "rigging up and muddling our months," to gratify his imperial vanity. Therefore, through the Canadian and British Governments, the Royal Society is conducting a campaign for a reformation of the almanac. B. Cotsworth, formerly of England, but now of New Westminster, B. C., is the active apostle of the change. He advocates thirteen months of four weeks each and has high hopes of seeing the reform inaugurated in the near future. It was an address by Mr. Cotsworth that induced the Royal Society to petition for an international conference. The British Government acquiesced, and after diplomatic parleys the Swiss Government issued a call for a conference to be held this year.

Mr. Cotsworth says the call " is being responded to by all the great nations, whose governments will send representatives, who will duly consider the various proposals, and then make recommendations for international concurrence.

" Each country will later legislate when its people shall adopt the revised permanent almanac, as such nations as the Chinese may not be fully prepared for this reform by 1917. Bills now before British, German, French, Russian, Japanese and other legislatures are being considered to expedite its adoption.

" Finally the fixed almanacs will be printed during 1916, ready for use from January 1, 1917, so that there will be no inconvenience — Nautical almanacs will be printed earlier. Increased convenience and greater ease for everybody's enjoyment will result.

" The change will operate easily, as February in 1914 will exactly fit in its four weeks which we propose to apply as the ' Standard Month ' to regulate all future time.

" We are not proposing to apply a month that has not been tried. We advocate the February 28-day month, which experience has proved is the best for all."

Machine Composition Rules.

The following rules, adopted by the Machine Composition Club, of Cleveland, became effective on January 1:

1. The minimum line measure is 20 ems of the type in which it is set.
2. Copy intended for the machine should be legible and edited. Copy furnished in books, written on both sides of the paper, or in any form which prevents its being readily handled, or poorly prepared copy, is objectionable matter.
3. Type larger than 10 point will be measured as 10 point and charged at 10-point price.
4. Counted lines to run around cuts, initial letters, etc., will be charged two lines for one, and measured full width of the job.
5. Matter set over 30 ems will be charged price and one-half; if the lines contain small caps., italic or black-face, double price.
6. A minimum charge of 50 cents for each alteration will be made where no change of the machine is required. Where change of machine or type is required, charge will be made on time basis.
7. An extra charge on time basis will be made for assembling on galleys two or more faces of type, heads, etc.
8. All jobs of less than 5,000 ems to be charged on the basis of time work.
9. Matter containing a large proportion of figures or other technical matter will be considered as objectionable matter and charged on basis of time work.
10. All matter which requires lines to be centered, price and one-half; where centered over 30 ems, time work.
11. Lines with small caps., bold-face or italics shall be charged two lines for one; 50 ems extra will be charged for each character inserted by hand.
12. Captions over tabular matter to be set on time work only. Captions under cuts charged as double price.
13. Jobs running in all italic or all black-face will be charged at price and one-half up to 20,000 ems; over 20,000 ems, 10 cents per 1,000 ems above price for roman face.
14. Matter running line for line is objectionable matter.
15. Leader work is price and one-half; with two justifications, double price.
16. Where ditto marks are used, job will be on time basis.
17. An extra charge will be made for Cheltenham, Caslon and other job-faces.
18. Rush jobs which require work in hand to be side-tracked will be charged at double price.
19. All proofs will be given one reading; but will not be responsible for errors.
20. All metal in customer's hands at the close of the month must be paid for, or a rental charge of ½ cent per pound per month will be made.
21. When no mention is made of extra work on any job that is subject to any of the above rules, extra price will apply just the same.
22. Extra charge of 5 cents per 1,000 ems will be made for 5 point over 20 pica ems wide; 6 point over 23 pica ems wide; 8 point over 25 pica ems wide; 10 point over 27 pica ems wide.
23. Typewriter type will be measured as 12 point and charged as double price.
24. Leaded matter will be measured according to the face.
25. Minimum charge, $1.

Editors and Printers Have Love Feast.

Tarrytown, New York, was the scene of a " feast of reason and flow of soul," on December 23, when Editors Van Tassel and Odell, of the Van Tassel-Odell Press, of that city, gave a dinner to their employees. Editor Odell acted as toastmaster, " aided and abetted by anybody who had anything on his or her mind." Berry Rockwell, advertising manager of the Maxwell-Briscoe Motor Company, who was the honored guest, made the sole informal speech of the evening. After commending the get-together spirit typified between the employers and employed in the Van Tassel-Odell Press, Mr. Rockwell read a " pome," accompanying the regrets of Ernest Coler, publicity promoter of the United States Motor Company, which aired in humorous pleasantries the personal idiosyncracies of the heads of the concern. In part it follows:

A writer who his business knew
Far better than most writers do,
This writer, so the tale is told,
Knew printers to be bad and bold.
And, therefore, quite a little weight
Upon his statement must be laid,
That though by Gods the piece be writ,
'Tis Devils 'tend to printing it.
Thus, though the subject of this song
May smell of brimstone good and strong,
I feel by force impelled to write
And add another little mite
To what my writer friend of old
In truthful knowledge did unfold.
For don't I know the gentle brood
That thrives on tricks that are tabooed
In every self-respecting trade,
Except in that where news is made,
Where grimy printers, dipped in ink,
Put authors' efforts on the blink?
And where the chap that's reading proof
In utter meanness sits aloof,
And tries as quietly as he can
To discomfit the author man?

Then, after the heads of departments — Messrs. Grochan, Frayer and Pepper — were given a warm gruelling, the author turned his attention to the toastmaster:

But — worse than all these printer men,
Who here are pilloried 'twixt my pen,
Is one — you know his name? — Well, well!
Yes — right you are — it is Odell!
When all of these fiends of press and case
Have set the type and locked the chase,
And kept you worried day and night,
And wondering, " Will the book be right? "
When all these chaps have had their fill,
There comes Odell, and brings the — Bill!

The rhymester concludes, however, that —

. . . on the whole
A printer is a good old soul.

A varied assortment of gifts were presented by the toastmaster, each gift expressing the foibles of the recipient, and in turn Messrs. Van Tassel and Odell were individually and collectively presented with silver match-boxes, each accompanied by a cluster of roses to take home to his wife, just to prove that the dinner was not a myth.

"Adulterated" Paper in G. P. O.

According to a Washington dispatch, the congressional joint committee on printing has discovered that " adulterated " paper has been used for years in the Government Printing Office, and that the federal documents may crumble in less than a century. This discovery, it is stated, will bring about the establishment of a complete new set of Government paper standards. The adulteration, according to report, was accomplished by the substitution of clay for the more substantial wood or rag fibers.

Business Notices

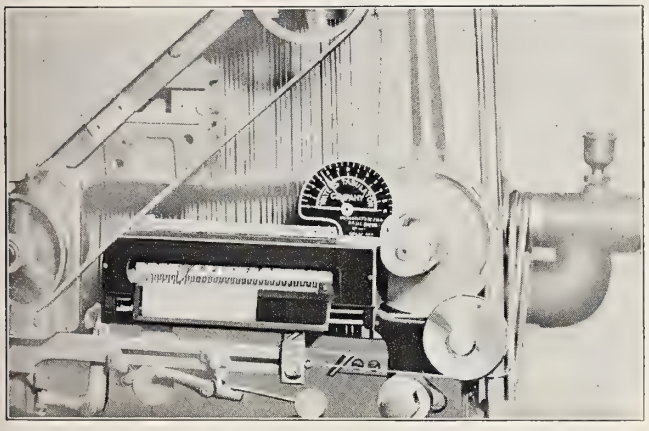
This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

PHILADELPHIA O. K.'S LINO-TABLER SYSTEM.

Nearly a score of Philadelphia users of the Lino-Tabler system extended the hospitality of their plants to delegates attending the recent Eastern States Cost Congress who wished to see the new method of tabular composition in operation. The mounted specimens of Lino-Tabler work which the company displayed, 1,400 square inches in size, elicited much comment, and were constantly surrounded by interested machine owners. General Manager Stevenson, who is spending a few days at the Eastern agency of the Lino-Tabler Company, attended the congress, meeting a number of users of the system from several of the Atlantic-coast States.

WATERS LINOTYPE TABULATOR.

The Waters Tabulator Company has been organized for the manufacture and sale of an aligning or tabulating device to be attached to Linotypes. The inventor, Edward T. Waters, is an experienced operator and the titular head of the Waters Printing Company of Omaha, Nebraska. Ten years ago he began to develop the idea, securing



WATERS' LINOTYPE TABULATOR.

United States patents in 1904. He has also secured patents in Canada, Germany, France and Great Britain. On these documents Mr. Waters makes the claim that he has the basic patents on all aligning devices from the assembler slide of the Linotype. Since 1904 the inventor has been improving this attachment, until it is now a valuable accessory to all Linotypes, enabling them to produce tabular matter with practically the ease of straight composition, a prominent feature being the ability of the operator to refer at any time to a slug already cast for alignment or ditto work, just as a compositor would get it in a composing-stick.

With the Lino-Tabler system and unit-set matrices, this attachment should prove one of the most important additions to the Linotype, as it will enable this machine to enter a field in which it has heretofore been deemed impracticable. It facilitates the composition of leader work, as it eliminates transposing matrices by hand when a line is to be filled out. With this device there should also be no



EDWARD T. WATERS,
Inventor of Linotype Tabulator.

excuse for an operator getting a tight line (in making corrections, etc.), as he will know exactly what his line measures before it is "sent up."

The tabulator has been tried out in several offices and the users speak of it as one of the most important adjuncts to the Linotype that have appeared in years, and all predict its universal use.

This accessory requires no change in the Linotype, as it can be placed on the machine in a few minutes, and once placed there can be connected or disconnected in a second, never interfering with the operator in any manner, yet always directly in front of him when needed.

H. B. Rouse & Co., of Chicago, have the contract for making these machines, which is a guarantee of workmanship and material. In addition to being durable, the mechanism is simple, and the danger of maladjustment is almost negligible.

POINTERS ON BUYING MOTOR WAGONS.

How to go about the choosing of a motor truck or delivery wagon without making a costly mistake is a problem that to-day undoubtedly confronts thousands of business concerns. They have practically decided to adopt motor vehicles to facilitate their business, being convinced by observation and keen foresight that the mechanical road vehicle is just as inevitable to continued industrial and commercial progress as were the steamship and the locomotive in their respective fields of transportation. But, while amply qualified by long experience to buy horses and wagons precisely suited to the conditions of their business, the motor wagon is such an unknown quantity to the great majority of business men that many are more or less at sea regarding the steps to be taken and the points to consider in making a decision.



Fifty of these machines were ordered recently for the Government Printing Office.

With well over one hundred different makes in the market to choose from, and every possible size and type, from a tricycle parcel-carrier of five hundred pounds' capacity or less to the ponderous ten-ton truck, there is no lack of opportunity to go astray if one depends solely upon his own judgment. What the prospective buyer really is in need of is more knowledge on the subject. The best buyer of goods or materials in any line is the one who has the widest and most intimate knowledge of those goods and materials.

The obvious thing, then, is to get in touch with those who do know about the machines, and to make as careful a study as possible of the different kinds and sizes and their respective merits and capabilities. It is essential to the satisfactory use of a motor truck or delivery wagon that it be suited in all respects to the precise nature and volume of the work to be done, roads or streets to be traversed, topography of the vicinity where used, daily mileage required, and amount of care likely to be bestowed upon it on the road and in the garage. While there might be nothing seriously wrong in the design, material or workmanship of any one of fifty or a hundred different makes of machines, a bad selection with regard to the requirements of any particular case would probably cause trouble and disappointment.

By far the greatest educational factor is the big national motor-car shows, at which all the principal makes of trucks and delivery wagons can be examined and compared as to design, workmanship and price. There the experts, not of one or two, but of a dozen or more, companies, may be consulted without establishing an implied obligation to buy from any company that confers the favor of such advice. It will be possible in one or two days' time to gather information at the shows that would require months of effort to acquire in any other way. Nearly seventy different makes of business vehicles were on exhibition in New York from January 10 to 17, and an equal number will be exhibited in Chicago from February 5 to 10. In all, fully ninety different companies display their newest models this winter, among which are many never before in the market.

MATRIX-DRYING AND PLATE-FINISHING MACHINES

Two recent catalogues from R. Hoe & Co., New York, are devoted to machines of the above character. A catalogue of Improved Pneumatic Matrix-drying Machines is attractively printed in black and brown and is fully illustrated with unusually good half-tones. The catalogue of the Stereotype Plate-finishing machines is printed in gray-green and black and is also excellently illustrated. Both catalogues are well designed and present the machines in a most attractive manner.

HANDLING PAPER STOCK WITHOUT REPILING IT.

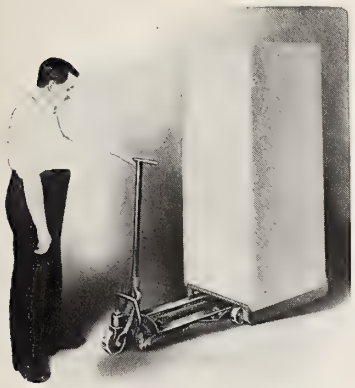
A remarkable new system that completely prevents the waste of stock and saves time, labor and equipment for printers, lithographers and publishers.

Every printer and publisher knows, whatever the cost of the stock used may be, that the cost of producing printed matter is determined by —

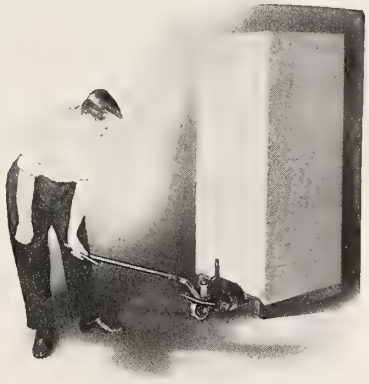
1. The cost of printing.
2. The cost of handling the stock.

The new method consists simply in placing each pile of stock on separate platforms, then moving the platform itself whenever and to wherever the stock is wanted — instead of repeated piling from truck to platform and from platform to truck. And the efficiency and successful operation of the system is made possible by the remarkable self-loading truck invented by Mr. Cowan for the purpose.

You load the truck by slipping it under the platform and depressing the handle to the natural position for pull-



Slip the Cowan Truck under the pile, instead of repiling onto a platform truck.



Load the Cowan Truck by merely depressing the handle. This simple, positive action automatically elevates platform and locks it in position.

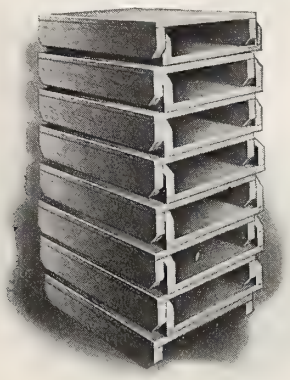


Unload by elevating handle and pulling out truck.

The lithographic and other processes of a modern lithographing establishment have been continually improved by new inventions and successful refinements in reducing cost, and enhancing quality and productiveness.

But in the handling of stock there is a tremendous waste and building up of time and labor cost and an actual retarding of manufacturing processes due to the continual repiling of stock before and after and between the other stages of manufacture.

It has remained for Mr. H. W. Cowan, superintendent of the White & Wyckoff Company, of Holyoke, to place the



A pile of 15 nested platforms — occupying the space of one ordinary platform truck.

handling of flat stock on a basis of efficiency equal to that of the printing process.

In devising his system Mr. Cowan had in mind merely the paper-handling needs of a paper-mill and manufacturing stationer. But the method he has developed and mechanical means he has invented for making the system a practical success effect even more striking economies in the printing, lithographing and publishing plants.

ing. You unload the truck and leave the pile of stock on its platform wherever you want to use it by simply elevating the truck handle and pulling out truck from beneath the platform.

The stock is piled onto a truck directly from the car or shipping platform by means of an ingenious case-opening device. By the use of this device the contents of a case of paper are transferred to a Cowan platform without touching the paper itself and with very little effort.

The device consists simply of a pair of specially designed pronged angle irons with which a Cowan platform is fastened to the top of a case in place of the cover, which has been previously removed. The angle iron holds the platform in position, while the case of paper is upset upon it.

After the paper is loaded on the Cowan platform it is handled from one end of the plant to the other without piling the stock or touching it except in the actual printing or manufacturing processes. Not a single sheet is broken or wasted in handling.

When a job of printing is to be done, you simply send a Cowan truck to the stockroom, slip it under the pile of stock you want, bring the pile to the press, instead of first piling it onto a truck and then piling it again onto a platform or feeding table at the press.

If you change your mind and decide to use another press, you can shift the stock at a moment's notice. When the run comes off the press, you can handle it on the driers, return it for another run and send it to the cutting machine still on the driers, cutting out three or four handlings; and in this and numerous other ways the Cowan system saves at least half the time and labor cost of present methods, and eliminates repeat-operations and lost motion, and speeds up production in a printing, lithographing or publishing plant.

SAVES ONE-HALF THE FLOOR-SPACE.

In the stockroom, keeping each pile of stock on an individual platform saves at least one-third floor-space, per-

mits better arrangement of stock and quicker access to it at all times.

Instead of one big aisle and lateral aisles running between double rows of stock you need only one main aisle. In less time than it takes to transfer a pile of stock from platform to truck by ordinary methods, access may be had to any pile by simply pulling out intervening stacks with a Cowan truck. Similar grades of stock may be easily kept together without leaving open spaces on the floor.

The system is a thoroughly demonstrated success, and has already been adopted by the leading papermakers and handlers, including Crocker-McElwain Company, Taylor Burt Paper Company, National Bank Note Company and Smith Tablet Company, of Holyoke; Carew Paper Company, and Hampshire Paper Company, of South Hadley Falls; Strathmore Mills, Mittineague; U. S. Envelope Company; W. J. Gage, of Toronto, and Parsons Paper Company, of Holyoke.

THE ELECTROLYTIC PROCESS COMPANY.

The Electrolytic Process Company, incorporated under the laws of the State of New York, December 10, 1911, with laboratories in Brooklyn, has leased about twelve thousand square feet of space in the American Press Association building, at 225 West Thirty-ninth street, and controls the following processes:

1—A process for electrolytically depositing directly upon a wax-molding case an absolutely noncorrosive nickel-steel-alloy shell for the production of electrotypes, bookbinders' and embossers' stamps and dies, also of molds for special purposes.

2—A process for electrolytically depositing a noncorrosive, nonpeeling, extremely flexible plating on metal, leather, rubber, celluloid, wood or other plastic substances.

3—An enlarging and reducing process by which statuettes and decorative ornaments of plaster or metal, in relief or intaglio, may be chemicomechanically reproduced in actual, smaller or larger size with photographic exactness.

4—A photomodeling process by which a portrait painting, engraving, sketch, or design is photographed from the flat and reproduced direct, in relief or intaglio, in plaster, electrolytic nickel-steel alloy, or in silver, gold or bronze.

The Leuchter process is the only electrolytic depositing process for depositing absolutely noncorrosive nickel-steel-alloy shells for the production of electrotypes, phonograph matrices, embossers' stamps and dies and bookbinders' stamps, etc., which, when backed by a special metal of the inventor's own composition, are equal or superior to brass or bronze cast or cut stamps.

This process, a patent application letter for which was filed previously, is the only genuine nickel-steel, noncorrosive shell that, with the other three processes all operated in conjunction with it, is fully and amply protected by Patent No. 1,003,187 under date of September 12, 1911.

ADVANTAGES OF LEUCHTER PROCESS OVER EVERY OTHER ELECTROTYPING PROCESS.

For more than a year the plates made by the Leuchter process have been printing from curved and flat electros and in colorwork, runs of and exceeding one million, from *one* plate or *one* set of plates.

The Leuchter process eliminates all difficulties encountered in nickel depositing.

Electros can be curved without risk of cracking.

If there is any shrinkage in the Leuchter process plates it is so very insignificant that it may be left out of consideration with perfect safety; and if color-plates are molded and deposited respectively at the same time, you can feel confidently guaranteed that you will have no trouble from shrinkage. Hence, perfect register is assured.

Due to the fact that the molecules forming the new deposit are ever so much smaller than the electrolytic deposition of copper, the face of a shell so produced is an absolute reproduction of the mold surface, particularly as there is no after-metalization required. The covering-in of a case takes less time than in any other process. The usual method of copperizing a mold surface after blacklead ing is completely omitted, consequently a shell produced on a waxed mold by this process is equal to a shell produced on a lead mold.

Although a shell produced by this process is very hard, there is absolutely no trouble in backing same by the ordinary electrotypers' backing metal.

In case of stamping and embossing plates a backing metal of a special formula can be used, which will make such plates equal to brass or bronze cast plates.

The cost of production is practically the same as in copper. The product is far superior in wearing capacity and printing quality. Plates thus produced are guaranteed against corrosion by any and all inks, and, even when stored away for an indefinite period, they do not corrode.

The Leuchter process is as superior to other present methods of electrotyping as electrotyping is to the old-fashioned method of stereotyping.

In fact, a peculiar and most interesting feature of the plates produced by this process is that the impression of half-tones from these are positively superior to the impressions from the half-tone originals, being due to the fact that these plates both take and give off the ink much better than any other.

The most critical and thorough investigation of the Leuchter process in operation and its product and work therefrom is invited by the Electrolytic Process Company, Room 2701, 149 Broadway, New York.

STEEL IMPOSING FRAMES AND CABINETS — NEW IDEAS BY THE HAMILTON MANUFACTURING CO.

This is the age of steel, and no printer that ever struggled with a wooden slide that would not open or a drawer that refused to go in again will regret that the hour has come to bring the composing-room equipment up to the age — the age of steel. Attention is directed to the advertisement of the Hamilton Manufacturing Company in this issue wherein an interesting account is given of the development of composing-room furnishings. A composing-room equipped with pressed-steel furnishings! The designs of all frames, cabinets, imposing-frames, etc., severe, trim and sightly — economizing space, minimizing the accumulation of dust and dirt. Every case, drawer and slide running smoothly. More room, more space, more everything that makes work go briskly forward. This is indeed the ideal of efficiency. Look for the colored supplement in the March issue, which will show a number of new designs in steel furniture. The company will furnish estimates for equipments in these new goods, on application.

ROLL PRINTING REWINDING FOR THE NEW ERA PRESS.

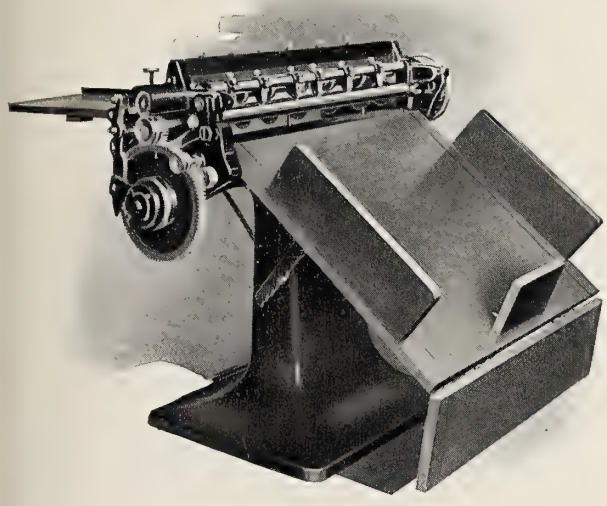
The Regina Company has perfected a new rewinding device for its New Era Press, so that it can now rewind the most delicate stock, even if closely perforated, without breaking. Printers interested in roll printing would do well to inspect this attachment.



Reproduced in three colors by the Zeese-Wilkinson Co., New York city, from a water-color.

BURTON'S LATEST PERFORATOR.

A. G. Burton's Son has perfected a new perforating machine that is called the Universal-Peerless. The frame is a handsome column which supports the perforating mechanism and presents a substantial and artistic appearance. The perforating mechanism is the same as in the Peerless, which has gained a world-wide reputation. An important feature of the machine is the elimination of oil troubles. The bearings are oilless, which precludes oil-soiled sheets and injury to parts that should be oiled but



UNIVERSAL-PEERLESS PERFORATOR.

are overlooked, as so often happens with machines requiring lubrication. The paper is handled entirely by metal rollers, and is controlled without the use of rubber bands or tapes of any sort. The improved burr-flattening device will be a feature of the Universal-Peerless. The paper stripper has been improved, while the feed table has been changed and the feed gage made adjustable to either right or left hand feed. The layboy has side and end pieces that are adjustable, causing the sheets to fall and pile more evenly than is usual. The finish of the machine is the best, and the gearing is covered with protecting cases. The manufacturer believes he has not overlooked a single feature in making this new model a nearly perfect mechanism for its purposes.

The machine is built in three regular sizes — 30 inches, 36 inches and 42 inches wide. Each machine is equipped with six perforating heads and one scoring head. These heads may be adjusted to perforate at parallel intervals of from ⅝ inch up to any desired width, and the skipping cams may be adjusted to skip any interval from 1½ inches up. Knife-cut and creasing heads may be attached to this machine.

A CHANGE IN TYPE STYLES.

The eagerness of printers to buy the various series of the Bodoni type family indicates that the revival of the ultra-modern roman type-design, as expressed by the great Italian typefounder, Bodoni, is accepted as a welcome novelty. The American Type Founders Company has produced the real Bodoni types, having at hand all the original specimens of Bodoni's types and many books printed by Bodoni. The study of these examples and the final cutting of the matrices covered a period of more than two years. The results of this careful study are entirely successful, and would doubtless be thoroughly approved by Bodoni, whose types and matrices have otherwise entirely disappeared from use.

The modern roman types in their most classic or Bodoni models (made in a variety of weights to meet those commercial uses of types which did not exist in Bodoni's time) give marked distinction, freshness and clarity to the printing done in them. The old-style type-faces have monopolized attention during the past fifteen years, and now we are on the eve of a great appreciation of the Bodoni designs by the buyers of printing, who are always in quest of novelty combined with correct form, dignity and those other qualities which are summed up in the words good style. The standard of quality in printing has improved wonderfully during the last fifteen years, but there can be a monotony of good things, and the Bodoni type family is here to relieve the monotony and to make it easier for good printing to sell more merchandise.

STANDARD PAPER TESTER.

The Mullen Paper Tester, made by B. F. Perkins & Son, Incorporated, Holyoke, Massachusetts, is a machine that automatically and accurately registers the strength of paper in pounds to the square inch by a scientific application of hydraulic pressure. This machine is as indispensable to the buyer and user of paper as the telephone and typewriter are to the average business man. To the printer and paper-dealer it is an absolute essential, if either is to know definitely the value of the goods he sells and uses. The Mullen tester is a simple and accurate means of determining any variation in a given stock or the relative value and strength of two or more kinds of stock, and, as the mechanical principle is simple, there is no chance for variations on the tests through friction or lost motion of the parts. The direct pressure is distributed uniformly over the whole area under test, and thus feels out the very weakest point in the stock. The United States Government, when calling for bids on paper supplies for the various departments, always specifies definite requirements for each grade in terms of Mullen test. This plan is adopted by His Britannic Majesty's Indian Office, the New South Wales Government and the Chinese Bureau of Engraving and Printing. One of the highest endorsements comes from the freight classification committees, the rules of which state that every fiber or corrugated-board packing case, to obtain the lowest freight rate, must bear the manufacturer's stamp certifying that the board has a certain definite strength to the square inch, Mullen test.

The regular size Mullen tester is fitted with a gage registering up to 160 pounds a square inch. The dial may be made to register in kilograms per square centimeter, with a maximum reading of 10 kilograms per square centimeter.

If a machine is desired for testing only light-weight papers, such as news or tissues, a gage of lower register may be used, such as 80 pounds, 40 pounds or 20 pounds per square inch maximum reading. The Jumbo Mullen Tester is a larger size of the regular Mullen tester, and is used to test box boards, corrugated packing-case boards and textile goods of all kinds. This size is fitted with a gage registering up to 300 pounds a square inch (or 20 kilograms per square centimeter). For heavier work a higher registering gage will be furnished up to 1,000 pounds a square inch. For particulars regarding the use of these machines write B. F. Perkins & Son, Incorporated, Holyoke, Massachusetts.

THE H. C. HANSEN TYPE FOUNDRY EXHIBIT AT BOSTON.

The comprehensive exhibit of the H. C. Hansen Type Foundry at the industrial and educational exposition of the Boston Chamber of Commerce last October is bearing gratifying results in the indirect but no less satisfying ways which successful exhibits always do. A complete modern printing-office in full operation was most impressive of the foundry's ability to meet every need, and this exhibit supplemented by displays of special patented machines of the Hansen concern's own manufacture, with type, machines, tools and appliances in the printing and kindred trades, gave a striking effect of thoroughness and completeness in service to prospective customers.



The H. C. Hansen Type Foundry exhibit at Boston, October 2 to 28, 1911.

CHAMBERS' NEW MODEL INSERTING DROP ROLL QUADRUPLE FOLDING MACHINE.

Chambers Brothers Company, of Philadelphia, has recently placed on the market a new pattern of Drop Roll Quadruple Folding Machine, which not only delivers four separate sixteens, but is arranged so that it can insert one sixteen within the other and thus deliver two thirty-two's. The machine is unique for quadruple folders in that the inserting takes place before the last fold is made, instead of going through the operation of opening the folded signature for purposes of inserting. Machine has a large range of adjustment, is designed so as to be open, and all adjustments easily accessible. The J. B. Lippincott Company, of Philadelphia, after trying out one machine of this pattern, has just placed a duplicate order with the Chambers Brothers Company.

TATUM PAPER-DRILL.

A paper-drill that will give satisfaction on all kinds of stock, whether it is used to cut a small hole in a large pile of paper or to cut a large hole in a few sheets, is surely a desirable machine for printers. The Tatum Paper-drill, manufactured by Samuel C. Tatum, Cincinnati, Ohio, will cut holes of various diameters from one-eighth of an inch to eleven-thirty-seconds of an inch in diameter and will cut the hole smoothly. It can be adjusted to cut holes at any desired distance between centers from one-half inch to twelve inches. The table is readily adjusted, and by the use of automatic stops the work is easily controlled. The clamp is operated by foot pressure, which leaves both hands free to handle the stock. The drills are hollow, and do not choke, owing to the clearance allowed, which allows the refuse to escape readily. The holes are, as a result, clean all the way through the stock. This allows rapid and accurate work. Holes may be cut to any desired depth; the spindle gage regulates this in a precise manner. A hole may be cut in one sheet or through two inches of stock with equal facility, which shows the adaptability of the machine. For thick work, beyond the capacity of the ordinary punching operation, or for holes far from the edge of the sheet, this machine is perfect. It can readily be adapted for railroad tariffs, telephone directories, order-blanks, calendar-cards and any similar work. An illustration of the machine may be found in the advertising pages.

STINTING THE COMPOSING-ROOM IS CAUSE OF LOST PROFIT.

Many printers imagine they are buying more type than they actually do. They are paying a good-sized monthly check to the typefounder, and mentally debit the whole amount to type, forgetting that the typefounder is furnishing a thousand and one articles in daily demand. We think it would be a profitable task to analyze the account with the typefounder.

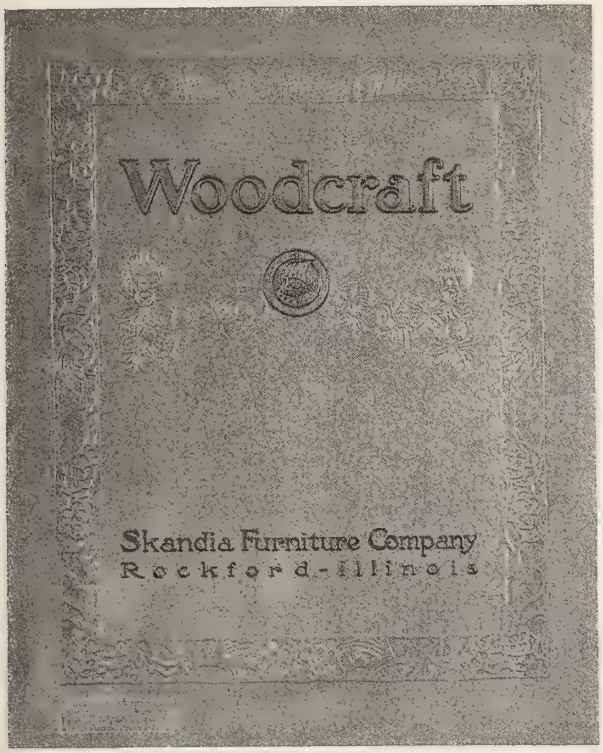
The average printer will be surprised to find how little he expends for type. Yet type is, all things considered, the article in which the printer gets the best value. It is surprisingly cheap when the processes of its manufacture are understood. But beyond the intrinsic value of type is the more valuable business-attracting quality of a well-selected accession of new type-faces in a printing plant.

Keeping the printing plant young, fresh and vigorous is the secret of permanent success in the printing business,

and the place to begin is the composing-room, for it is in the composing-room that the basis of a firm's reputation is created. Type has always been and always will be the principal factor in the building up of a commercial printing plant. Have you, Mr. Printer, never realized the advertising power of a new series of well-designed types? Are you neglecting to use your types aggressively to secure more and better customers and increase of profits?

AN INTERESTING EXHIBIT OF COVER-PAPERS.

In these days of progressive papermaking and merchandising no printer need give himself worry in the selection of proper stocks and color combinations therefor — the wide-awake manufacturer is ever ready to do that. This is best exemplified in a box of "Buckeye Proofs," recently received from the Beckett Paper Company, of Hamilton, Ohio. The proofs show the various weights and colors of Buckeye covers, excellently printed and embossed,



and form an effectual demonstration of the wide range of usefulness of this stock. The Buckeye covers are especially adapted for embossing, and we show herewith a reproduction of a cover treated in this manner.

But the Beckett Paper Company does not stop at this. In addition to the regular samples, there has been placed in the box a group of ready-made covers of the standard sizes for catalogues and booklets, these covers having printed on them in two harmonizing colors a border around the edge and a solid tint-block panel. By merely setting up the title of a catalogue in type and proving it on the tint-block on any of these covers, the printer is able to produce at trifling expense a dummy which would otherwise require the expenditure of considerable time and trouble.

The Beckett Paper Company will send one of these boxes of samples free of charge and carriage prepaid to any responsible printer or business house writing for it on the company's regular business letter-head.

THE GREATEST MERCHANTS OF PRINTING MACHINERY AND MATERIALS.

Nothing demonstrates the coming greatness and profitability of the printing industry so well as the great preparations now being made for enlarged future business. The American Type Founders Company recently reëquipped a printing plant (as it was being moved into a new and larger edifice), and the main shipment consisted of thirteen carloads of equipments. The types were not included in this shipment.

This incident illustrates the fact that the American Type Founders Company is the world's greatest merchant in printing machinery and printing materials, as well as the greatest manufacturer of types. It could scarcely be otherwise, with its far-reaching continent-covering system of well-equipped selling houses.

More important, however, is the correlative fact that its policy is to sell the best of everything that invention and manufacturing skill have devised for use in printing-plants, and to sell everything at reasonable prices. Thus three factors have combined to create the American Type Founders Company's leadership in selling printing machinery and materials: (1) The opportunity (as largest buyers) and determination to select and sell the best of everything; (2) reasonable prices; (3) unequaled organization for distribution covering the whole continent.

DISPLAY OF THE KIDDER PRESS COMPANY SPECIALTIES.

An unusual exhibit was recently made by the Kidder Press Company, Dover, New Hampshire, which sent out to the trade, in poster form, illustrations of its factory and the different agencies in Canada, Great Britain and South America, together with fine engravings of the various machines manufactured by the company — rotary presses for wrapping and tissue paper, magazine, ticket, and all kinds of rotary printing; automatic-roll feed, bed and platen presses, printing, cutting and creasing presses, and bag presses to print on cloth or paper stock; complete line of slitting and rewinding machinery for paper-mills, paper-dealers, paper-jobbers and all classes of slitting and rewinding. The educational value of this exhibit makes the display very desirable. The New York office of the general agents, Gibbs-Brower Company, 261 Broadway, will send to any concern in the paper or printing trades one of these display sheets upon request.

EXTRA HEAVY COVER-PAPERS.

An exceptionally handsome heavy cover-paper is shown in the Alhambra Extra Heavy brand, samples of which are now being sent out by Knowlton Brothers, Incorporated, Watertown, New York. This cover is made in a wide range of unusually attractive colors, and lends itself most pleasingly to the making of high-class catalogues and booklets, as well as for mounting purposes.

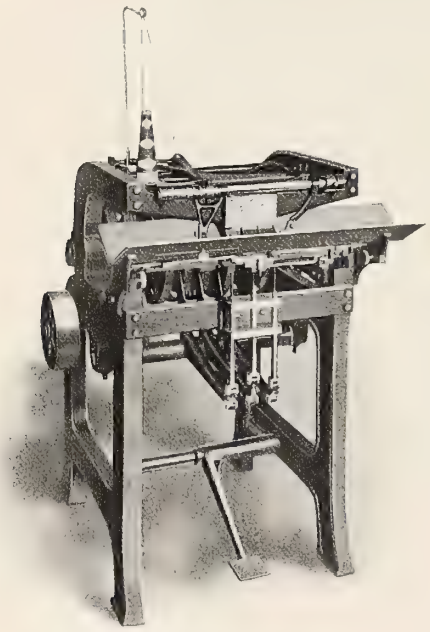
LITHOGRAPHED BLANKS FOR BONDS.

The King Company, 206 Broadway, New York, announces a line of lithographed and steel-printed blanks, suitable for bonds and debentures in any form, for any denomination, with coupons on sheet or separate and numbered across the face in any direction, borders in green, brown and orange. Samples may be had, with prices for blanks and completed bonds, by writing the company.

ROBERTS SILK-STITCHING MACHINES.

A machine is now on the market that will double-stitch booklets with silk floss, mercerized cotton or thread with a knot in the center. This machine will stitch more booklets in an hour than an expert stitcher could do in a day. The product is uniformly stitched and presents a regular appearance. There is little or no waste of cord or stock. The normal speed of the machine is two thousand booklets an hour; this will vary a trifle, according to the class of work.

The machines are made by H. L. Roberts & Co., New York, in two sizes for the different lengths of stitches, which are four inches and two and one-half inches respectively. The machines are readily adjusted to the various thicknesses of book stitches. The attendance of an expert



ROBERTS SILK-STITCHING MACHINE.

mechanic is not required, as the mechanism is simple and not likely to get out of order where care is used. The floor-space required is 2 feet 6 inches by 3 feet. A one-sixth-horse-power motor is all the power required to operate either size machine.

The efficiency of the Roberts Silk-stitching Machine is proved by the testimony of satisfied users, the comments of a few of which are given herewith:

I. H. Blanchard & Co., New York city.— You have succeeded in making the hardest and most tedious work in the bindery the easiest.

Robert Burlen, Boston, Mass.— The first ten thousand catalogues stitched paid the interest of the investment for one year.

Crescent Bindery, New York city.— We could not get along very well without it, owing to the new business we believe it has created.

S. H. Burbank & Co., Philadelphia, Pa.— We are very much pleased with the stitcher and consider it a good investment.

William Knoepke Pamphlet Building Company, New York city.— They certainly fill a long-felt want, and are as much ahead of hand-stitching as electric cars are of horse cars. [This concern has four machines.]

Boston Mailing Company, Boston, Mass.— We are well satisfied with our investment. The tendency is toward higher-grade catalogues. We predict a bright future for the Roberts Silk Stitcher.

Edward Stern Company, Philadelphia, Pa.— The machine works fine. We have plenty of work for it.

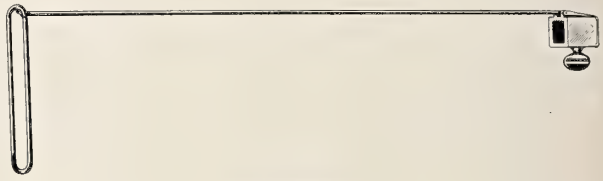
Mr. Bell, superintendent, American Bank Note Company, New York city.—Like the stitcher very much. Would recommend it to concerns having silk stitching to do.

Mr. Williamson, superintendent, Brooklyn *Daily Eagle*, Brooklyn, N. Y.— We hope to be able to keep our stitcher busy. It is a very simple machine.

THE "FLY-LINK" FOR CYLINDER PRESSES — A NEW PRESSROOM AID.

Many expedients have been adopted by pressmen to make the printed sheets stay in place when delivered by the fly-sticks. The vexation from sheets going awry, sticking to the fly-boy, and doing everything that the pressman does not want them to do, at last has been overcome by the simple device here illustrated — the "Fly-Link."

This fly-link is the invention of A. N. Smith and T. B. Lundy, both practical pressmen, and both in charge of large Chicago pressrooms. This device is attached to the fly-stick, the loop encircling the stick and normally hanging below it. When the sheet is dropped into the jogger, the link rests on the sheet and is not withdrawn until the fly-sticks recede and engage the other end of the loop. This permits the link to hold the sheet down firmly on the



THE FLY-LINK.

pile and keeps the sheets straight and even in the jogger. The links can be placed on any of the fly-sticks and quickly and readily moved about and adjusted until they perform the function for which they are intended.

Hundreds of sets of fly-links are in use in Chicago, New York and elsewhere, and with the object of introducing these useful articles to other cities the exclusive right to manufacture and sell them has been acquired by the manufacturer of the Thompson Static Neutralizer, and hereafter these fly-links will be installed as a part of the neutralizer equipment or will be sold separately, if desired.

Samples for trial and literature can be had by writing to Thompson Neutralizer, 1645 Old Colony building, Chicago, Illinois.

MAIN OFFICE OF THE AMERICAN STEEL & COPPER PLATE COMPANY.

Increasing business has made it advisable, the American Steel and Copper Plate Company announces, to locate the main office at the factory, 101-111 Fairmount avenue, Jersey City, New Jersey. The administrative branches being in close touch with the operative departments is a move to greater efficiency to meet the growing business. Offices will continue to be maintained at 116 Nassau street, New York, where a complete line of satin-finish copper and zinc, copper plates, steel dies and supplies for the general trade will be maintained.

LINOTYPES IN THE SOUTH.

Owing to the rapid increase in the number of Linotypes in use throughout the South and the growing volume of business transacted through its New Orleans agency, the Mergenthaler Linotype Company has found it necessary to provide greater facilities for the accommodation of its Southern trade. For a considerable time the old location at 332 Camp street had been inadequate to handle the business of the agency with the promptness that its increasing list of customers demanded and merited. Search for better and larger quarters having proven fruitless, it was finally decided to erect a building that would not only accommodate the agency for the present and enable it to serve its clientèle in the best possible manner, but would be large enough to allow for its future growth, as indicated by its record in the past.

The result is a handsome new, fireproof structure, five stories high, at the corner of Baronne and Lafayette streets. The building is substantially constructed of reinforced concrete, and a veneer of pressed brick and terra cotta lends it beauty and architectural symmetry. The added floor-space and increased facilities afforded will enable the agency to carry a much larger stock of parts and



NEW BUILDING OF THE MERGENTHALER LINOTYPE COMPANY, AT NEW ORLEANS.

supplies than heretofore, and it is the intention of the management to keep constantly on hand a number of each of the different models of Linotypes now being built, so that in case of fire or other emergency, rush orders can be given immediate shipment from New Orleans.

The decision to invest nearly $100,000 in permanent improvements in New Orleans is not only a tribute to that city as the logical distributing point for the entire South, but is also an evidence of the Mergenthaler Linotype Company's appreciation of the splendid growth and development of the printing and publishing business in that territory, and its desire to meet promptly every requirement of the Southern trade. The New Orleans agency covers the States of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee and Texas, and every effort will be made to render adequate service to the printers and publishers located within their boundaries.

The success of the agency and the esteem in which it is held by its customers are doubtless due in no small measure to the capable administration of its genial manager, Fred W. Bott, who has been in charge for the past five years, and the competent and efficient staff with which he has surrounded himself.

SAMUEL JONES & COMPANY — GUMMED PAPERS.

The manifold uses to which gummed papers can be put are little understood, but the development of this feature of the printing industry has received a remarkable impetus through the specialization of the Samuel Jones Company in this particular line. The company has been operating in the United States a little over eighteen months, but to-day the permanent branch house at Waverly Park, New Jersey, has proved a most gratifying success. The product of the Samuel Jones Company in gummed papers is strictly noncurling, and can be handled to all intents and purposes like ordinary paper. Printers who have occasion to use gummed papers should get in correspondence with this concern.

CROCKER-WHEELER COMPANY STRENGTHENED.

The organization of the Crocker-Wheeler Company has recently been strengthened by the addition of George W. Fowler, W. J. Warder, Jr., and A. K. Selden, Jr. Mr. Fowler and Mr. Warder have joined the company's sales department, while Mr. Selden enters its engineering department. Mr. Fowler has been for many years the sales manager of the Garwood Electric Company. Mr. Warder was formerly chief engineer and superintendent of Roth Brothers, in Chicago, and later was connected with the Westinghouse Electric & Manufacturing Company at East Pittsburgh. A. K. Selden, Jr., has for some years been in charge of the design of the interpole adjustable speed motors, manufactured by the Electro Dynamic Company.

SUGGESTIONS TO LINOTYPE MACHINISTS.

Under the above title, the Mergenthaler Linotype Company has just issued a comprehensive manual for linotype operators and machinists. It is a book of 126 pages, with a complete index. A liberal use of subheadings makes it an easy matter to find the chapter relating to any subject, and not only are remedies given for most troubles, but much information about matrices, ordering of parts, linotype attachments and accessories of various kinds, and general instructions valuable to all who have linotype machines in their care. It is the intention of the company to revise this book from time to time, and incorporate therein all new features and data regarding new models. While the nominal price of 25 cents is placed on these books, the Mergenthaler Company will be pleased to send them without charge to all linotype users.

CONTRACTS FOR OSWEGO CUTTING MACHINES.

An imposing incomplete list in small type, almost three newspaper columns, is the fine showing made by the Oswego Machine Works, of Oswego, New York, indicating the popularity and efficiency of Oswego cutting machines. Business is certainly good with the Oswego Machine Works.

NOT KNOCKING ANYBODY.

Do you know what THE INLAND PRINTER is?

It is the highest authority on printing in the world, and the magazine itself is the most magnificent issued.

To receive even a mention in its columns is an honor — to have praise bestowed is a high honor.— *Byron Times, Byron, Contra Costa County, Cal.*

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLVIII. FEBRUARY, 1912. No. 5

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars and sixty cents; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfill honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

W. H. BEERS, 40 St. John street, London, E. C., England.
JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town and Johannesburg, South Africa.
A. OUDSHOORN, 179 rue de Paris, Charenton, France.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by Linotype or Monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER CO., Chicago.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

I HAVE INVENTED and am securing letters patent on a machine which produces results that closely resemble steel-die embossing from foundry type, at a cost of letter-press printing; the machine is attached to job press and handles the sheet at any speed of press; have given the invention three months' trial and it has proven a complete success in every way; I have not sufficient capital to put this invention on the market and will sell my rights to party capable of handling same, or will sell half interest for enough to promote proposition; will consider good income property in lieu of cash and reserve royalty rights; will guarantee to deliver letters patent or no trade. A. J. OAKES, Independence, Kan.

FOR SALE — Bargain; going concern, good profitable business; new Miehle press, new Chandler & Price Gordon, one-half medium Universal, an old 11 by 14 Gordon and a 7 by 11 Universal, folding-machine, wire-stitcher, paper-cutter, full equipment type, imposing-stone, furniture cabinets, etc.; invoice about $8,000; if sold quick will take $5,000 cash or half cash and balance secured. B 661.

FOR SALE — Job-printing plant, first-class condition, in manufacturing city of 12,000; established 4 years; business averaged $275 per month during 1911; inventory $1,600; will sell cheap for quick sale; other business reason for selling. COMMERCIAL PRESS, Fulton, N. Y.

PUBLISH A STANDARD MAGAZINE in your county under your own name as editor and proprietor; we will show you how; write immediately for exclusive franchise covering your territory. UNITED MAGAZINES PRESS, 2 South Main, St. Louis, Mo.

WE WANT good newspaper men to send to live western Canadian towns, where the merchants are anxious to have a paper and good advertising patronage guaranteed. For full particulars, write to MILLER & RICHARD, 123 Princess st., Winnipeg.

PARTNER WANTED — For technical publication, financial partner wanted; great opportunity for A-1 printing establishment to increase business; New York concern preferred; no agents. B 651.

FOR SALE — One-half interest (100) shares) in newspaper plant in Missouri city of 8,000; daily is official paper with 2,000 circulation; $7,500; liberal terms; no idlers. B 650.

AGENCY WANTED — Printers making advertising blotters communicate with CHARLES KREPPS, Halibut st., Mt. Oliver, Pa.; state commission, prices, and send samples.



With a $25 Lino-Tabler equipment, transferable in an instant from one standard Linotype machine to any other, operators of average competence set intricate tabular matter, at nearly straight-matter speed, with every face and language of one-letter or two-letter Linotype matrices, on full-length, unsawed slugs. Brass Lino-Tabler rule of all foundry faces, one-third size of illustration, costing one to two cents a foot, is quickly inserted, the rules resting securely on shoulder of slugs. The sole annual outlay for one equipment, is $25; a five-machine plant will be equipped for $100; or five-year licenses, payable $20 yearly for each outfit, will be granted established concerns. Very few users of the system whose tabular output is five per cent of their total have failed to renew their contracts at expiration. Address, for contract form, any Mergenthaler Linotype Agency, or CHICAGO LINO-TABLER COMPANY, Inland Printer Building, Chicago; Tribune Building, New York

WILLIAM C. HOLLISTER, President & Treasurer — 2 4 1 3 — ASHTON G. STEVENSON, Vice-Pres. & Gen. Mgr.



FOR SALE — A fine country weekly newspaper and job office; good location. Only paper in town. Ill health reason for selling. Address TULLY TIMES, Tully, N. Y.

MACHINIST-OPERATOR — First-class, will install Linotype in country newspaper office; piece or flat price contract. MINER, 512 Sherman st., Chicago.

FOR SALE — Engraving plant in city of 70,000, doing good business, best of equipment; machinery all equipped with individual motors. B 656.

Publishing.

$3,000 WILL BUY control in small trade monthly doing $12,000 gross business. HARRIS-DIBBLE COMPANY, Masonic bldg., New York, N. Y.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs at any drug store, about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

FOR SALE.

LARGE NEW YORK PLANT SALE ($200,000 outfit) — Cylinders, John Thomson and Golding jobbers, bindery, Linotypes and Monotypes, big composing-room equipment; forced to make quick sale on account expiration of lease. Send for List E, 24-page book, with prices. Sales on time or cash discounts. Special bargain in 7-column quarto cylinders. PECKHAM MACHINERY CO., 1 MADISON AV., NEW YORK.

FOR SALE — Harris automatic press, style E-I, complete with card, envelope and sheet feed attachment; Miehle pony cylinder, bed 26 by 34, latest style; Whitlock, 27 by 31, also 29 by 42, new bed-crank motion, printed-side-up delivery. I guarantee the above first-class condition, and to print as good work as new presses. RICHARD PRESTON, 167 E. Oliver, Boston, Mass.

STEREOTYPING OUTFIT FOR SALE — Four drying blankets, one steam table, one casting-box, one elevating table, two type-high chases, one heating brush, one steam generator, and iron flooring; all as good as new, has been in use only two weeks. Apply to YOUNG CHURCHMAN CO., 312 Montgomery bldg., Milwaukee, Wis.

FOR SALE — 43 by 62 Cottrell Perfector, four-roller, $1,600; 38 by 55 Cottrell Perfectors, four rollers, front-fly delivery, will print eight pages of seven-column paper at one impression, $1,400; presses used on book and magazine work. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago.

THREE MODEL No. 3 LINOTYPES FOR SALE, on account of installing additional Monotypes and discontinuing our linotype department. These machines are equipped with motors and large assortment of matrices and magazines. JOHN C. WINSTON CO., Philadelphia, Pa.

FOR SALE — Campbell 2-revolution job and book press, bed 33½ by 41; cylinder trip, table and screw distribution, front delivery, four rollers; in best condition; price, $700. Address C. W. ADAMS, Vincennes, Ind.

FOR SALE — 1 Latham round-hole power perforator; 1 Hickok power paging machine; 1 Champion foot-power paging machine with two numbering heads. AMERICAN LOOSE LEAF MFG. CO., Chicago, Ill.

FOR SALE — Can you use an A-No. 1 power bronzing machine — a money-maker? Can be had for much less than regular price; a snap, bargain if moved at once. Address inquiries for particulars to B 642.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M-3204; both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S., Canada.

MODEL 2 LINOTYPE FOR SALE — Complete, with two magazines, containing 10 and 11 point matrices. WALKER, EVANS & COGGSWELL, 5 Broad st., Charleston, N. C.

FOR SALE — Linotype motors, new design; best on the market; lowest price. Linotype machines at reduced prices. F. C. DAMM, 834 Wabash av., Chicago.

FOR SALE — New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12 point matrices, Rogers tabular attachment. B 638.

LINOTYPES FOR SALE — Three Model 1 Linotypes. Address RICHMOND PRESS, INC., Governor and Ross sts., Richmond, Va.

FOR SALE — Large Dexter pressfeeder, good as new, $300. D. E. HUDSON, Notre Dame, Ind.

$50 REWARD.

I WANT TO LEARN of good opening for a linotype shop, and will pay $50 for information of field which proves acceptable; give full particulars in first letter; will go anywhere in U. S. J. E. WALKUP, Madison, Ind.

HELP WANTED.

Artists.

ARTIST WANTED — First-class designer, one who is top-notcher in creating layouts for booklets, catalogues, etc.; preference given to man who is good on figure work; we want a strictly high-grade man, experienced and able to deliver the goods; permanent. STAFFORD ENGRAVING COMPANY, Indianapolis, Ind.

WANTED — A good mechanical retoucher with engraving-house experience. State salary expected. Address BOX 241, East Liberty station, Pittsburgh, Pa.

Engravers.

WANTED — Young half-tone finisher, fine chance for a beginner. B 327.

Foremen, Managers and Superintendents.

WANTED — Working foreman composing-room in a union shop, running cylinder and six jobbers, in a southern city, who would like to take an interest in a well-established and money-making printing-office; references required and steady work for the right man. B 621.

WANTED — Assistant superintendent for large printing plant and bindery in western Canada. Must be thoroughly capable of handling foremen in all departments and all classes of work. Also honest, temperate and a hustler. Address, stating salary and experience, B 599.

JOB-DEPARTMENT MANAGER WANTED — A large publishing house in the Middle West wants to secure a good, live man under thirty years, thoroughly equipped to handle its job-printing and circular departments; good opportunity for high-class, energetic young man. B 200.

COMPOSING-ROOM FOREMAN, with plenty of push and intelligence, for the most progressive office in western city of 500,000; 7 per cent guaranteed; bears close investigation. B 356.

Pressmen.

PRESSMAN-FEEDER — Small union shop; result-getter, particularly on jobbers; careful, rapid worker; keep workroom orderly; spittoons, cigarettes and boozers barred; might sell interest after getting acquainted. B 663.

WANTED — A printer who is thoroughly acquainted with printing on tissue and crêpe paper in rolls; steady position within 100 miles of New York city. B 612.

CYLINDER PRESSMAN wanted in Philadelphia; must be first-class on colors and half-tones; state fully experience, references and other information. B 629.

Salesmen.

WANTED — Printing and bookbinding machinery salesman to take charge of branch offices, New York, Chicago, California; only salesman capable of earning $3,000 to $5,000 per year; must have past record. Address, with full references, stating salary expected, B 659.

WANTED — By an eastern printing-press manufacturer, for western and southwestern territory, a first-class salesman with successful record in the sale of printing machinery. Excellent opportunity for good man. B 637.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First av. (near 24th st.), New York city. Day and evening classes; seven Linotypes; school exclusively; lesson sheets; employment bureau; six weeks, $50; eight weeks, $65; twelve weeks, $80. Further particulars, call or write.

N. E. LINOTYPE SCHOOL, 7 Dix place, Boston, Mass. Six-machine plant, run solely as school; liberal hours, thorough instruction; our graduates succeed. Write for particulars before deciding.

MISCELLANEOUS.

PRINTERS' INK SCALE — A chromatic scale for correctly estimating ink quantities by a practical pressman from actual records; nothing like it published; price, 25 cents. W. E. RADTKE, 320 Grand av., Milwaukee, Wis.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues

QUICK ON

MEGILL'S
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues

VISE GRIP

ANTI-WASTE INK CANS AND EXPELLERS have now proven a success. Save 50 per cent of all job inks. A postal will bring full particulars. ANTI-WASTE CAN EXPELLER CO., Milwaukee, Wis.

SITUATIONS WANTED.

Artists.

ARTIST seeks change to West or Southwest; first-class all-around commercial man; some experience as foreman; would be glad to submit samples and references. B 648.

Bookbinders.

BINDERY FOREMAN — Competent in all branches, A-1 mechanic, good executive, systematizer and manager of help, wants position. B 459.

BINDERY FOREMAN, thoroughly experienced in all branches, good executive, married and reliable, desires position. B 664.

WANTED — Position as all-around bookbinder; best of references; West preferred. B 590

Compositors.

YOUNG JOB COMPOSITOR desires change; wants work in New England States; country office; Maine preferred. Address F. J. BARTON, Farrington, Me.

Foremen, Managers and Superintendents.

FOREMAN, with ten years' experience, desires good situation in Northwest or Canada; 15 years' experience in printing business; can show results; union and sober; nothing less than $25 considered; can come 1st of February or 1st of March. Now employed and do not have to leave. Shop employs 10 men. Write me what you have. CHAS. B. GOOGER, 503 Scott av., Wichita Falls, Tex.

SITUATION WANTED — As manager or superintendent; thorough, practical experience, factory and office; successful executive; able to get results; young and active; reliable, strictly temperate; cost systems, estimator, successful salesman; at present superintendent of plant with national reputation, but desire change. Nothing under $3,500 per year considered. A 645.

FOREMAN-SUPERINTENDENT — Practical printer, successful shop manager, hard worker, 4 years with present house as composing-room foreman and superintendent, 20 years' experience in high-grade catalogue, general book, blank-book and commercial printing, is open for engagement. B 583.

MANAGER - SUPERINTENDENT seeks substantial, permanent position; write me; practical printer, efficiency, promptness, costs, quality, estimating, sales, right methods; employed, but seeks change; give details; state what you will pay. B 222.

PRINTER, union, good job, ad. and stone man, expert estimator, can take charge of small or medium sized office; is looking for position in western territory. Address PRINTER, 4881 King st., Denver, Colo.

OPEN FOR ENGAGEMENT MARCH 1; want position assistant manager or estimator, Middle West preferred, know cost systems. B 429.

MANAGER, capable of taking entire charge of plant doing high-grade printing, is open for engagement. B 647.

Operators and Machinists.

GOOD OPERATOR, capable of taking care of two or three machine plant, wants to change to Central West about March 1 or April 1; day work; newspaper plant preferred. B 636.

LINOTYPE MACHINIST-OPERATOR — Best results from any size plant; understand latest models; union; reliable. M, 663 N. State st., Chicago, Ill.

GERMAN-ENGLISH linotype operator wants position in northwestern part of States; union man; please state scale. B 209.

Pressmen.

PRESSROOM FOREMAN desires change; three years in present position, foreman of ten-cylinder plant; first-class pressman myself; know how to handle men; strict in discipline and system; first-class executive, sober and industrious; will go anywhere. B 550.

FIRST-CLASS cylinder and platen pressman having ten years' experience desires a change in the near future; character the best; thoroughly competent on half-tone productions. B 573.

FOREMAN — Practical, competent all-around man, experienced on all grades of work; good executive and organizer, go anywhere; minimum, $40. B 635.

Salesmen.

SITUATION WANTED as printing sales manager by man with practical experience as superintendent and manager; have sold some of the biggest printing contracts in U. S.; either high-grade or large-edition salesman; good mixer and can handle customers; if I have confidence in the firm to produce, I can sell. B 655.

WANTED TO PURCHASE.

WANTED TO PURCHASE — Smyth casemaker, Crawley rounder and backer and other bookbinding machinery. Address, with full particulars and prices, LOTOS ADVERTISING CO., Room 509, 17 Madison av., New York city.

WANTED to buy, secondhand rotary-magazine perfecting press; must be capable of doing finest work, in good condition and a bargain. Pages should be about 8 by 11. HERALD PUBLISHING CO., Anderson, Ind.

WANTED — For cash, Harris automatic two-color press, 15 by 18. Address, stating age of press and condition and lowest price. M. M. ROTHSCHILD, 711 S. Dearborn st., Chicago, Ill.

WANTED — A drum cylinder press that will take a sheet not less than 28 by 42; it must register for colorwork. THE R. F. WINTERS SIGN & NOVELTY CO., Springfield, Ohio.

WANTED — 8 by 12, or over, Gordon press; must be in perfect condition and cheap. W. W. MENN, Big Rapids, Mich.

BUSINESS DIRECTORY.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-12

Bookbinders' and Printers' Machinery.

DEXTER FOLDER COMPANY, Pearl River, N. Y. Folding machines, automatic feeders for presses, folders and ruling machines. 2-12

Bookbinders' Supplies.

SLADE, HIPP & MELOY, Incpd., 157 W. Lake st., Chicago. Also paper-box makers' supplies. 1-12

Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-13

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-12

Coated Paper Manufacturers.

NEW YORK COATED PAPER CO., Passaic N. J. Our specialty: Embossed, trade-mark and waterproof surface coated and printed papers, in 1, 2 and 3 colors, for bookbinders, blank-book, box, leather goods, suit-case and trunk manufacturers, etc. 3-12

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-12

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

Counters.

HART, R. A., Battle Creek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks. 5-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-12

Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-12

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-12

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-12

Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue. 6-12

Gummed Papers.

JONES, SAMUEL, & CO., Waverly Park, N. J. Our specialty is Non-curling Gummed Paper. Stocks in every city. 2-12

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers. 5-12

Gummed Tape in Rolls and Rapid-sealing Machine.

JAMES D. McLAURIN & CO., INC., 127 White st., New York city. "Bull-dog" brand gummed tape. Every inch guaranteed to stick. 6-12

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-12

Job Presses.

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, $200-$600; Embosser, $300-$400; Pearl, $70-$214; Roll-feed Duplex, Triplex. 8-12

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 La Salle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-12

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC COMPANY, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-12

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

Paper Cutters.

DEXTER FOLDER CO., Pearl River, N. Y., manufacturers of automatic-clamp cutting machines that are powerful, durable and efficient. 2-12

GOLDING MFG. CO., Franklin, Mass. Lever, $130-$210; Power, $240-$600; Auto-clamp, $450-$600; Pearl, $40-$77; Card, $8-$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-12

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Photoengravers.

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

Photogravure Printing.

FOR CATALOGUES, souvenir books, tip-ons, fashions, bird's-eye views, inserts and all other purposes. U. S. PHOTOGRAVURE CO., 186 West 4th st., New York. 11-12

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-12

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-12

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

Printers' Machinery.

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery? We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery; write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y. 11-12

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsyth st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis. 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-12

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.
ALLIED FIRMS:
Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-12

BUCKIE PRINTERS' ROLLER CO., 714 S. Clark st., Chicago; St. Louis, Detroit, St. Paul; printers' rollers and tablet composition. 6-12

MILWAUKEE PRINTERS' ROLLER CO., 372 Milwaukee st., Milwaukee, Wis. Printers' rollers and tablet composition. 1-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-12

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-12

Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-12

Proof Presses for Photoengravers and Printers.

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-12

Stereotyping Outfits.

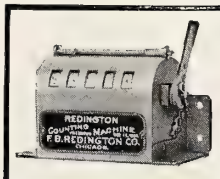
A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only $5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, $1. HENRY KAHRS, 240 E. 33d st., New York city. 2-12

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-12

BARNHART BROTHERS & SPINDLER, Chicago. Type borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-12

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st., and 15 Elm st., New York. 11-12



There is Satisfaction in Knowing
the exact output of your presses, folding machines, or any automatic machine where a correct count is required.

REDINGTON COUNTERS
Are Always Reliable
Will save you money by your knowing the capacity of your equipment.

ADDRESS DEALER OR **F. B. REDINGTON COMPANY**
Price, $5.00
CHICAGO, U. S. A.



Solid Gold Matrix Stick-pin

Machinists and Operators who have pride in their calling are buying and wearing it.

Employers can make no more suitable or pleasing present to their employees.

Sent postpaid on receipt of **$2.00**

THE INLAND PRINTER CO.
632 Sherman Street, Chicago



EMBOSSING IS EASY

If you use STEWART'S EMBOSSING BOARD

Simple, economical, durable

Sheets, 6 x 9 inches. $1.00 a Dozen, postpaid

THE INLAND PRINTER COMPANY
632 Sherman Street, CHICAGO.



"YOU CAN MAKE 1912 A WINNER"

GET OUT YOUR BUSINESS STATIONERY NOW AND WRITE:

"HERRICK,—Here's a quarter for the 4 HERRICK CUT BOOKS showing 400 good one and two color cuts for my blotters, folders, mailing cards, etc. If I don't like the books you're to send back my quarter."

ISN'T THAT FAIR?

Then send on your 25c.; you can take it off the first $3.50 order. The books will give you a lot of valuable advertising ideas.

THE HERRICK PRESS, 626 So. Michigan Ave., Chicago

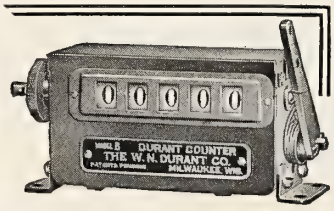
WE MAKE DRAWINGS OF ALL KINDS. WRITE US.

LIE? NO, SIR!!

DURANT COUNTERS

tell the truth. Reliable, sensitive, accurate, positive; furnish record unchallengable. Our job press attachments are equally dependable.

THE W. N. DURANT CO.
528 Market St. Milwaukee



Standard of the Government Printing Office

KEYBOARD PAPER
for the MONOTYPE MACHINE

COLONIAL COMPANY, Mechanic Falls, Me.
New York Office: 320 Fifth Avenue

Bond and Certificate Blanks

Lithographed and steel printed
Largest stock; greatest variety; all forms
KING CO., 206 Broadway, New York
All of Goes' blanks at factory prices
Send for special cash-with-order price-list.

A Modern Monthly— All About PAPER

The PAPER DEALER

PD

THE PAPER DEALER gives the wanted information on the general and technical subject of

Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. Has subscribers throughout 35 States. Also Canada and foreign countries.

THIS SPECIAL OFFER

Includes 1912 and 1913 at the very special rate of $1.50 instead of $2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

The PAPER DEALER
164 WEST WASHINGTON STREET, CHICAGO

STEEL DIE ENGRAVING
FOR POWER AND HAND PRESSES

STEEL AND COPPER PLATE ENGRAVING
STEEL PROCESS PLATES
VIGNETTES
DESIGNING

ENGRAVERS EXCLUSIVELY

Geo. T. Rosendale & Co.
319-321 S. LA SALLE ST.
CHICAGO

To Make GOOD Pads
Use
R. R. B. PADDING GLUE

Write for my special trial offer

ROBERT R. BURRAGE
83 Gold Street New York



RUBBER STAMPS
AND SUPPLIES FOR THE TRADE

YOUR customers will appreciate our prompt service.

Send for "Illustrated Catalogue and Trade Discounts"

The Barton Mfg. Co., 335 Broadway, N. Y.

CARBON BLACK
MADE BY
GODFREY L. CABOT, Boston, Mass.
940-941 Old South Building

ELF ECLIPSE (PN) ELF B. B. B. DIAMOND ACME

"Roughing" for the Trade

We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color halftone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

THE HENRY O. SHEPARD COMPANY
632 Sherman Street CHICAGO



Quick Stringing Saves Time. Universal Loop Adjustable from ⅛ to ⅝ of an inch.

The
Universal Wire Loop

Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.

Look Better and Won't Break or Wear Out!

Let us send sample and quote you prices.

WIRE LOOP MFG. CO.
(Successors to Universal Wire Loop Co.)
75 Shelby Street
DETROIT - - - - MICHIGAN



PATENTED

This cut illustrates one of the various sizes of hangers for books ¾ to 8 inches in thickness.

Cameo Results Are Paying Results

The kind of results that pay you are the results that lift your shop out of the ordinary run and give it the stamp of quality. People will not pay better prices for just ordinary printing. Cameo Plate gives you new opportunities for reputation. It enriches illustrations, deepens half-tones, dignifies type. Every reader feels its charm, and gives the printer the credit.



CAMEO PLATE



COATED BOOK—White or Sepia

If you want to get the very best results with Cameo, note these few suggestions.

Use deeply etched half-tone plates, about 150-screen is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book.

S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

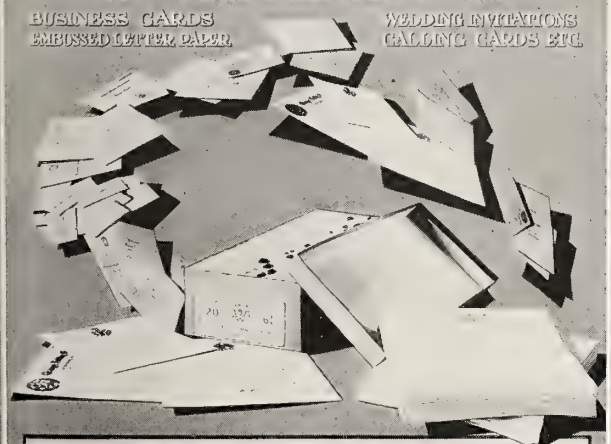
SPECIALISTS
TO THE TRADE ONLY

SAMPLES FREE
SEND · FOR · THEM

STEEL DIE EMBOSSING AND
COPPER PLATE ENGRAVING
AND PRINTING

BUSINESS CARDS
EMBOSSED LETTER PAPER

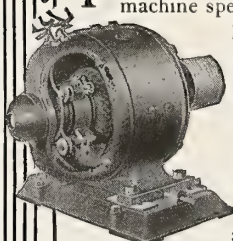
WEDDING INVITATIONS
CALLING CARDS ETC.



STATIONERS ENGRAVING CO.
1950. FIFTH AVENUE · · CHICAGO

Special Fitness *for* Printing Plant Power

FREQUENT and quick changes in machine speed are necessary for good printing work.



WATSON MOTORS

(Direct or Alternating Current—¼ to 45 h.-p.)

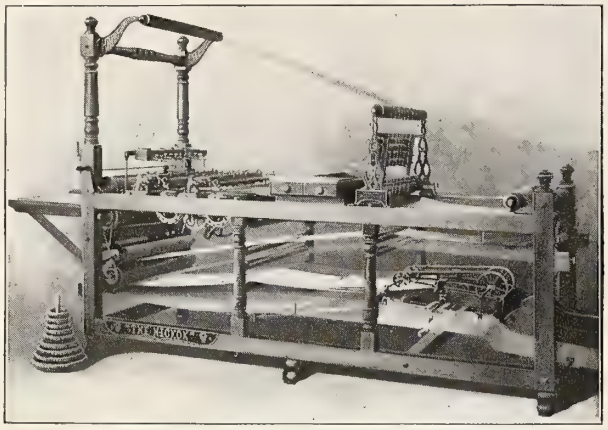
are the choice of most printers because of their exceptionally

Wide Speed Variation

Watson Motors save power because they can be attached direct to machine, eliminating waste in transmission and when machine is idle. Well ventilated and will not overheat. "*Supreme* in the small motor field."

ASK FOR LITERATURE

Mechanical Appliance Co.
Department B
Milwaukee, Wisconsin



Style 3 Duplex O-A Automatic Striker Ruling Machine

HICKOK
Paper-Ruling Machines
AND
Ruling Pens
Bookbinders' Machinery

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.
ESTABLISHED 1844 INCORPORATED 1886
MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

How Much Power Is Wasted In Your Shop Every Day?

Let us show you how you can eliminate this waste by installing our "STANDARD" Motors on your presses, linotype machines, paper cutters, staplers and other printing machinery.

We have specialized on small motors—$\frac{1}{30}$ to 15 horse-power—for more than 16 years and have saved thousands of dollars for printers by largely reducing their power cost.

Robbins & Myers "STANDARD" Motors

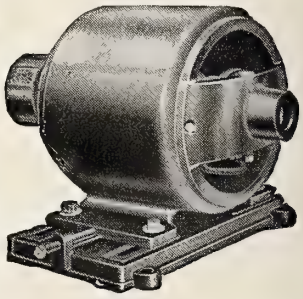
—will cut a big slice out of *your* power bills every month. Write us as to your power conditions—how much you use and where you use it—and let our expert engineers help you solve your power problems. *This service is free to the printing trade. Write Us.*

The Robbins & Myers Co.

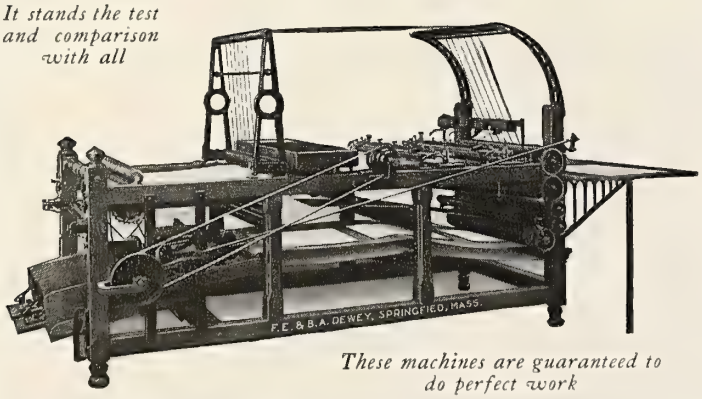
Factory and General Offices:
1325 Lagonda Avenue
Springfield, Ohio

BRANCHES:

New York, 145 Chambers street; Chicago, 320 Monadnock block; Philadelphia, 1109 Arch street; Boston, 176 Federal street; Cleveland, 1408 West Third street, N. W.; New Orleans, 312 Carondelet street; St. Louis, 1120 Pine street; Kansas City, 930 Wyandotte street.



It stands the test and comparison with all



These machines are guaranteed to do perfect work

Efficiency and Simplicity
are the two strong features of the Dewey Ruling Machine

Its satisfactory service and its many new features have created for the Dewey Ruler a standard of perfection acknowledged by those who use and have seen the ruler in operation.

It is an up-to-date ruler, and before you make a new purchase or add additional equipment, suppose you drop us a line and obtain further facts.

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY
SPRINGFIELD, MASS.

Expected Much

Got More

WE MANUFACTURE FROM THE RAW MATERIAL — COME AND SEE OUR PLANT

Ramires-Jones Printing Co.

Baton Rouge, Louisiana
Publishers of
THE NEW ADVOCATE
Official Journal of Louisiana — Official Journal of East Baton Rouge
Official Journal City of Baton Rouge
PHONE 52

Baton Rouge, La., Jan 2, 1912.

The Autopress Company,
New York.

Gentlemen:

We are in receipt of yours of the 27th acknowledging receipt of settlement papers.

After using the press for some time now and on some very difficult runs, we will admit that the press is very much better than we expected it to be.

We had made a close study of the machine from a mechanical standpoint previous to purchasing it, and since installing it, we have made quite a study, and have found the machine remarkably simple for the amount of work that it can and does accomplish; and we are very well satisfied and hope that our business will increase in the next year as in the past so that we can put in another Autopress.

Thanking you for the manner in which the order was carried out and the installation completed, we are

Very truly yours,

RAMIRES-JONES PRINTING CO
Jos Ramires
President and Manager

RW./

This shows again that the strongest claims we ever made for the Autopress are as nothing compared with what the users say of it.

Every day some printer somewhere drives home the fact that the Autopress is revolutionizing the method of job printing; cutting the costs, increasing the profits and elevating the business to its proper standard.

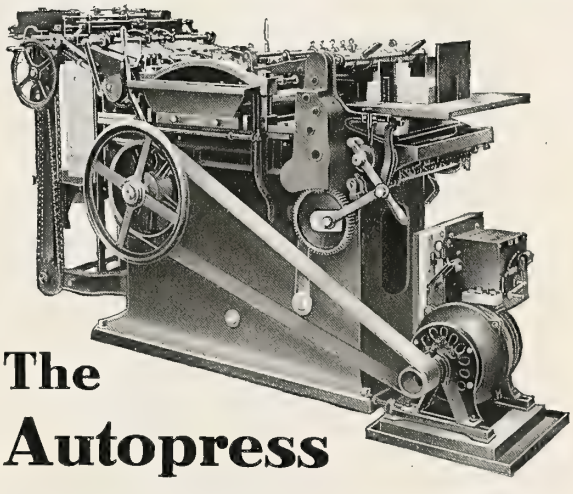
Think what an Autopress would do for YOU.

TERMS TO SUIT

Write today and learn all about the press that feeds itself—prints, counts, stacks and jogs the sheets, all automatically at

5000 Per Hour from Type or Flat Plates

Hundreds of Autopresses in use now. Duplicate and triplicate orders from users tell their own story.

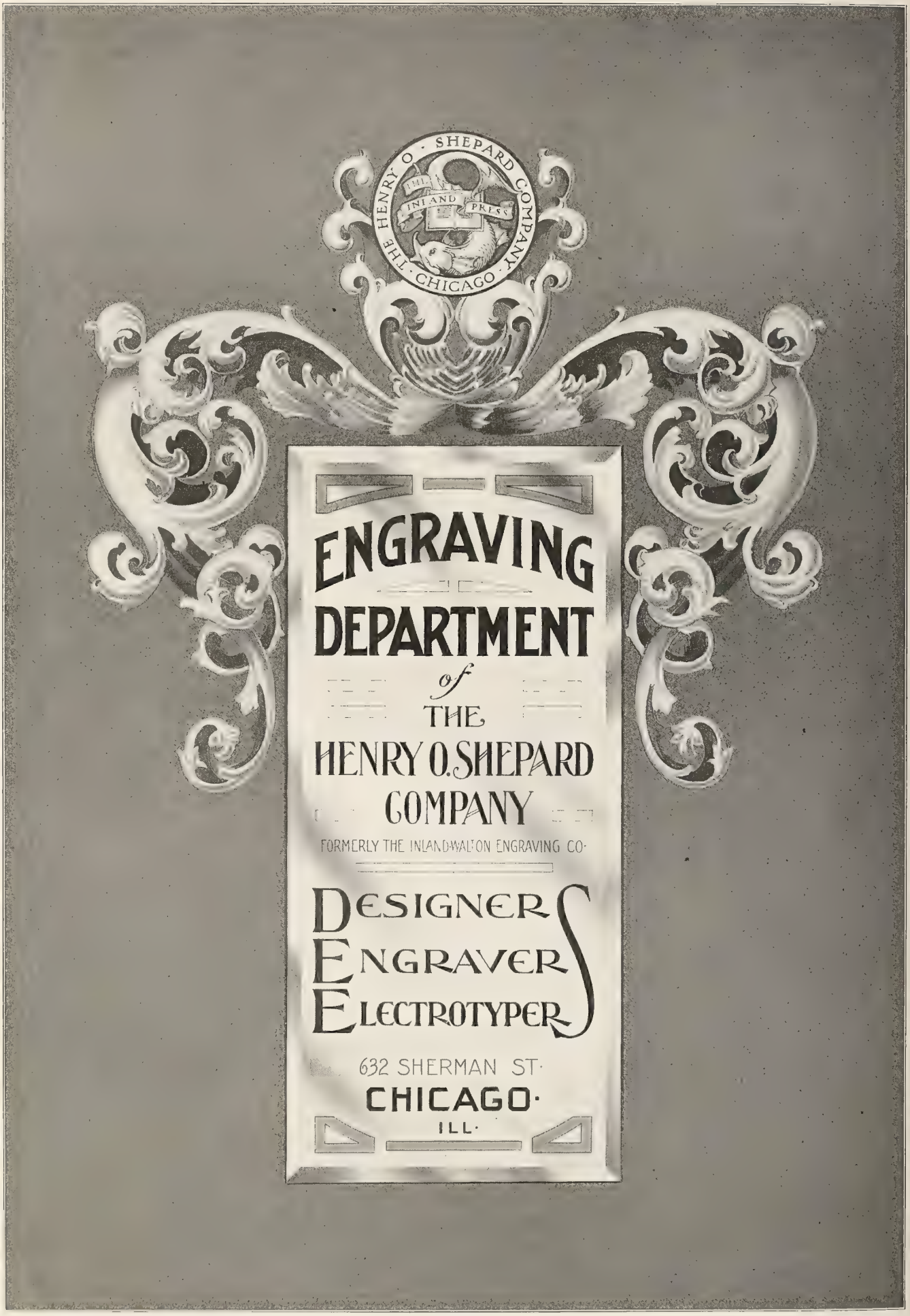


The Autopress

THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.


THE HENRY O. SHEPARD COMPANY · CHICAGO ·
THE INLAND PRESS
ENGRAVING
DEPARTMENT
of
THE
HENRY O. SHEPARD
COMPANY
FORMERLY THE INLAND-WALTON ENGRAVING CO.
DESIGNERS
ENGRAVERS
ELECTROTYPERS
632 SHERMAN ST.
CHICAGO.
ILL.

The Artistic

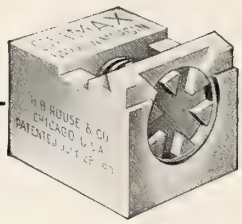
As a printer, you certainly desire to make your work more artistic. You not only strive to give your product a distinctiveness which will attract attention, but you strive, if you are a true craftsman, to keep that work in conformity with accepted standards of art. You also desire that your typography shall be appropriate to the subject — that the type-faces shall, by the nature of their design, strengthen the text.

These type-faces are not only furnished in complete series, that the work may harmonize throughout, but many of them are furnished in families, facilitating production without destroying the artistic unity of the work.

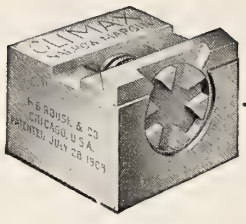
To this end, then, you must not only have a variety of type-faces, but these faces must be of the best in design in order that the most artistic results may be obtained.

And the American Type Founders Company will sell you type-faces which will fill every possible demand.

Set in Bodoni, the latest type fashion by the American Type Founders Company.



Climax No. 1



Climax No. 2

Let 1912 Be Your Banner Year

in volume of business and actual *net* profits.

And here is a plan whereby a great leakage can be stopped in your pressroom and "make-ready" department through the use of the

Rouse Register Hook and Base System

The big printing establishments of the country watch the leakage and protect their *net profits* by installing devices that actually protect.

Here are a few of the big firms that are saving money by saving time of employees that heretofore fooled away many hours each day with ancient and awkward appliances:

American Colortype Co.
American Lithographic Co.
Binner-Wells Co.
Ditman-Steidinger Co.
R. R. Donnelley & Sons Co.
Franklin Co.
Manz Engraving Co.
Regensteiner Colortype Co.
Rogers & Co.
Toby Rubovits
Henry O. Shepard Co.

You had best write us your requirements, character of average printing, and we will make up an estimate of installation cost.

When once you use our REGISTER HOOK AND BASE SYSTEM you will regret not having established its use years ago.

Stop the leaks and let 1912 represent a profitable and satisfactory business with increased profits and less worry.

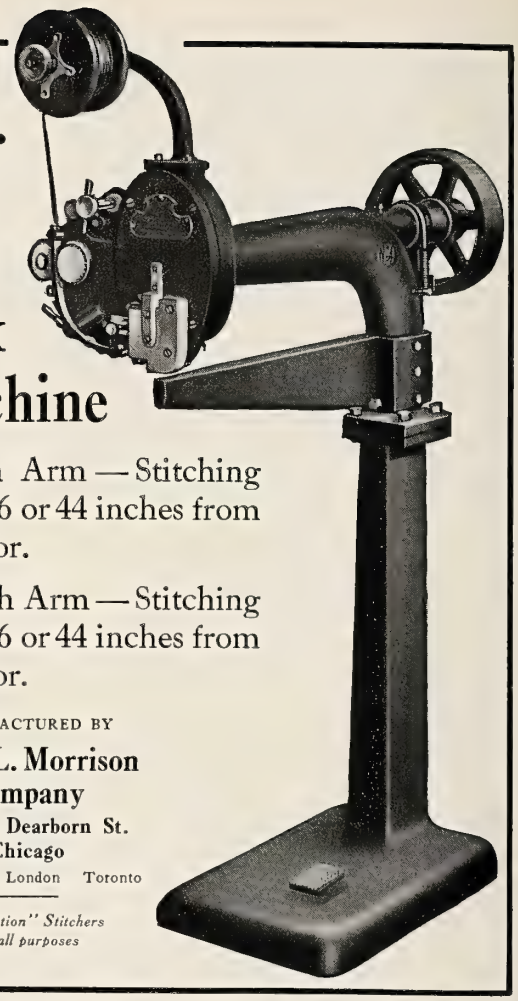
Made only by

H. B. Rouse & Company

CHICAGO

"Modern Methods" explains everything.
Have you got your *copy?* It's free.

No. 4 Box Machine



12-inch Arm — Stitching point 36 or 44 inches from the floor.

20-inch Arm — Stitching point 36 or 44 inches from the floor.

MANUFACTURED BY

The J. L. Morrison Company
534 So. Dearborn St.
Chicago

New York London Toronto

"Perfection" Stitchers for all purposes

Printers—

If you want to produce

Highest Quality Printing

at Least Cost

use

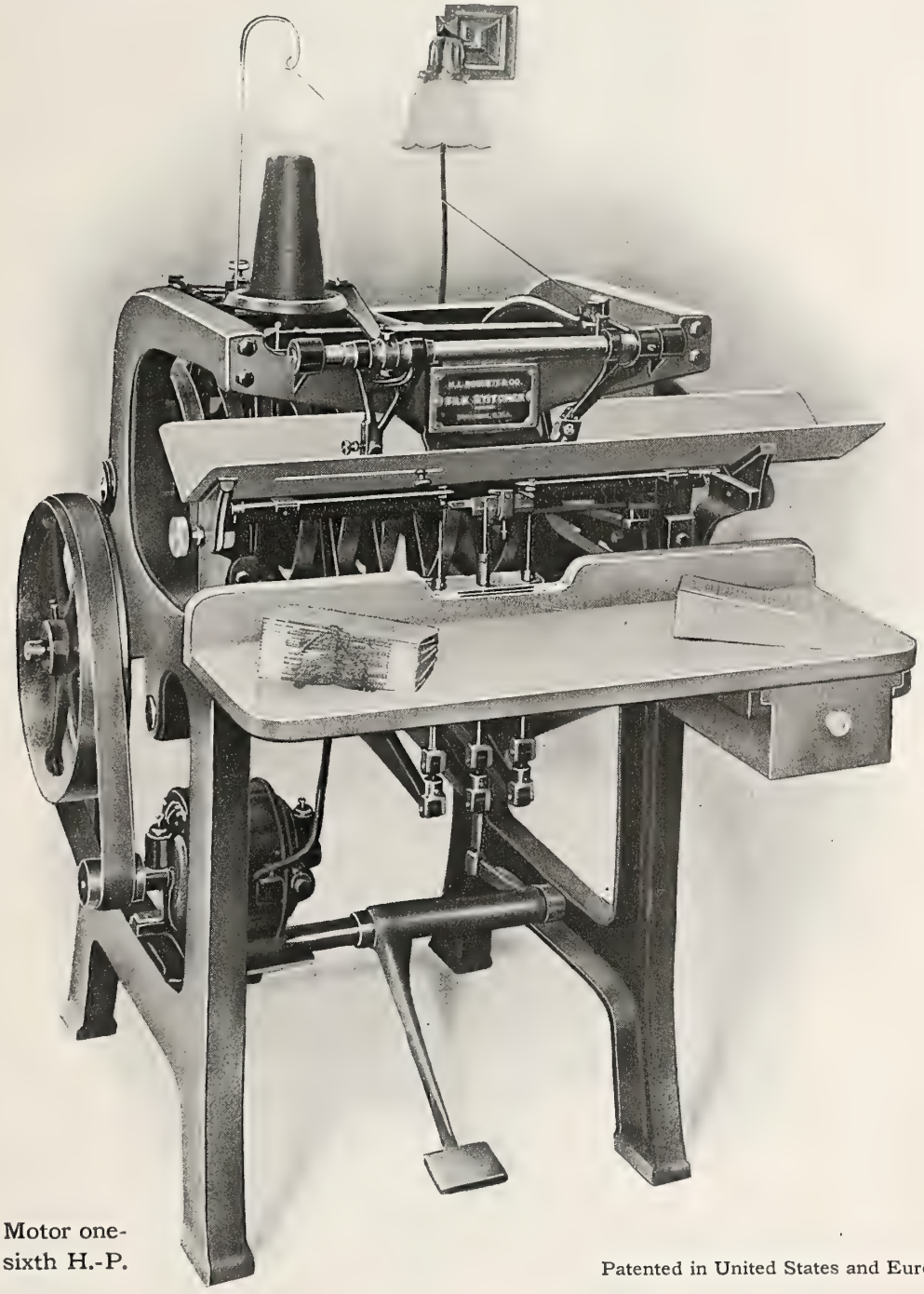
HUBER'S PRINTING INKS

J. M. HUBER 528 S. Dearborn St. CHICAGO

JOHN MIEHLE, Jr., Mgr.

NEW YORK BOSTON PHILADELPHIA BALTIMORE
ST. LOUIS

The Roberts Silk Stitching Machine



Motor one-sixth H.-P.

Patented in United States and Europe.

¶ The only machine made for double stitching with Silk Floss, Mercerized Cotton and Thread, used in binding Catalogues and Booklets with the *knot in the center*. The machine will stitch in one hour as many books as an expert hand stitcher will stitch in one day.

¶ "NEAR SILK" is something new. An excellent substitute for rope silk. All shades carried in stock. Send for samples.

Further information, with catalog showing stitch, can be had on application.

H. L. ROBERTS & COMPANY

Factory, 85 and 87 Adams Street, Brooklyn, N. Y.

701 WORLD BUILDING, NEW YORK

Denny, Hilborn & Rosenbach's Steel Die Stamping Inks

The constantly increasing demand for D. H. R. Stamping Inks proves our claims for real economy, cleanliness, quick make-ready, and the elimination of waste. No one who gives our Inks a practical test will ever go back to the old method.

Then consider the greater output of each press per day, no wiping paper breaking, Inks that dry hard yet elastic, no offsetting, and a full gloss on every job where gloss is desired. These are a few reasons for the duplicate orders alike from old and new customers.

Our new specimen book will be ready about February first and will be sent on request.

Denny, Hilborn & Rosenbach

PHILADELPHIA

GEO. RUSSELL REED COMPANY, Agents Pacific Coast.

Novel, Unique, Fancy Finish Papers or Cards with Stylish, Classy Envelopes to Match

"The Trade-mark that Makes Good."

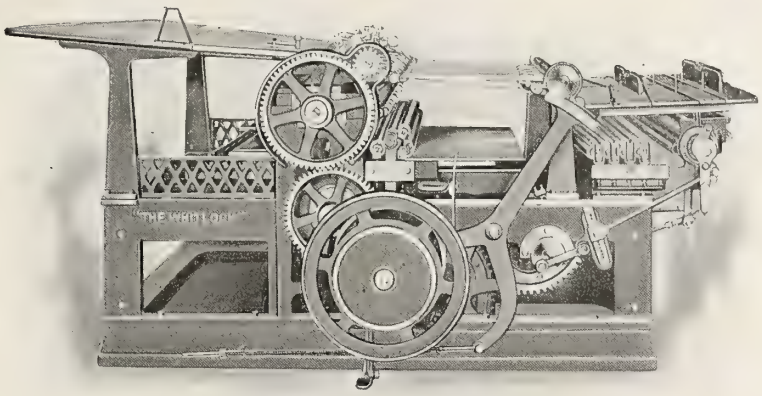
appeal to every progressive Merchant and Advertiser. When used for Folders, Booklets, Removal Notices or Season Offerings they compel attention as nothing else will. We carry in stock the largest variety of

Exclusive Announcements

CUT CARDS for every purpose.

ever shown with a selection to suit every purpose, taste or purse. Odd and Novel Finish Papers with Envelopes and Cards to match, made up to your order for your individual use. *Write Department I.*

UNION CARD AND PAPER CO., 45 Beekman Street, NEW YORK



THE WHITLOCK PONY

The Standard Pony Press of the World

ABSOLUTELY AND UNEQUIVOCALLY GUARANTEED TO BE

The Swiftest
The Smoothest Running
The Most Durable
The Most Productive
The Most Economical
The Simplest

and possessing a *distribution so thorough*
a *register so exact and enduring*
an *impression so rigid and even*

THAT THE MINIMIZED MAKE-READY AND THE WONDERFUL FACILITY FOR GETTING FORMS ON AND OFF PERMIT OF A

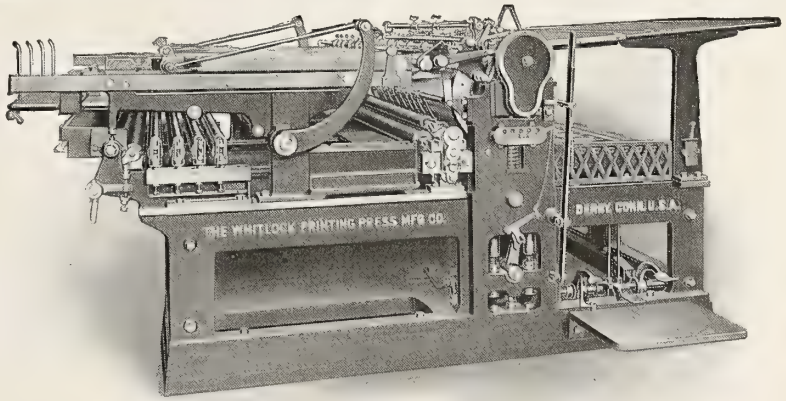
PRODUCTION GREATER BY FROM 20 TO 40 PER CENT

than on any other Pony Press manufactured.

WE CHALLENGE COMPETITION

Our claims for the Whitlock Pony are backed by the record of nearly 2,000 of them in use during 20 years or more past in all parts of the world.

Do not waste your substance, Mr. Printer, in buying an inferior machine when you can buy The Whitlock Pony, the BEST, for about the same money.



AGENCIES

Chicago, St. Louis, Cleveland, Cincinnati, Detroit, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Spokane, Seattle, Dallas—AMERICAN TYPE FOUNDERS CO.
Atlanta, Ga.—Messrs. J. H. SCHROETER & BRO., 133 Central Ave.
Toronto, Ont.—Messrs. MANTON BROS., 105 Elizabeth St.
Halifax, N. S.—PRINTERS' SUPPLIES, Ltd., 27 Bedford Row.
London, Eng.—Messrs. T. W. & C. B. SHERIDAN, 65-69 Mt. Pleasant, E. C.

The WHITLOCK PRINTING-PRESS MANUFACTURING COMPANY

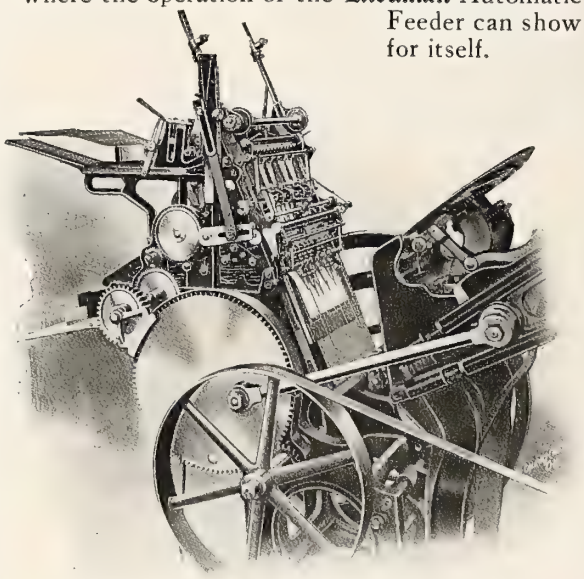
DERBY, CONN.

NEW YORK, 23d Street and Broadway
Fuller (Flatiron) Building

BOSTON, 510 Weld Building, 176 Federal Street

The Kirkman Automatic Feeder

is giving absolute satisfaction wherever installed. Great numbers are being sold each month. We can refer a prospective buyer to a near-by printer where the operation of the **Kirkman** Automatic Feeder can show for itself.



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

The feeder is built right, supplies speed, reduces cost of its product, and produces perfect results.

Note what Bergman Brothers have to say in their letter dated October 15, 1910:

BERGMAN BROTHERS, *Printers*
341-351 Dearborn Street, Chicago, Ill.

Oct. 15, 1910.

Automatic Press Feeder Co., Chicago, Ill.:

Gentlemen,—The last pressman you taught to run the Feeder understood it almost at once and has been doing remarkable work with it. We now put all kinds of runs on, even as short as 1,000 impressions, and make much better time than on the hand-fed machine. Five-thousand runs we generally get off in from 1¾ to 2½ hours, including make-ready. On onion-skin paper we average about 1,500 impressions per hour, which is at least twice the output of a hand-fed press, and the best of it is that we do not have to pay a feeder, nor does it require any watching. Our pressman runs it and does all the making ready on one cylinder press and six Gordon presses, with an assistant. *Last, but not least, it certainly made a new press out of our old Gordon which blurred every time we put on a job a little out of center, but now gives a sharp, clear impression on any kind of work.*

Thanking you again and wishing you all kinds of success, we remain Yours very truly,

(Signed) GEO. J. BERGMAN, Manager.

We want the ambitious printer to write for full particulars, prices, etc., and get ready for the early Spring jobwork.

Automatic Press Feeder Co.

509 S. Dearborn Street, CHICAGO, ILL., U. S. A.

General distributors

CHICAGO PNEUMATIC TOOL CO.
CHICAGO—NEW YORK—EVERYWHERE

Inks that are used in every country where printing is done.

Kast & Ehinger
Germany

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

INKS

DRY COLORS, VARNISHES

SPECIAL OFF-SET INKS

The World's Standard Three and Four Color Process Inks

Gold Ink worthy of the name

Originators of Solvine

Bi-Tones that work clean to the last sheet

New York
154-6-8 W. 18th Street
Hellmuth Building

Chicago
New No. 605-7-9 S. Clark St.
Poole Bros. Building

NR
NUERNBERGER-RETTIG

The Universal Type-Maker

IS A TIME-SAVER
A MONEY-MAKER
A CUSTOMER-PLEASER

It gives the printer complete independence in type supply, and enables him to use all his metal to the best advantage.

OUR MATRIX LIBRARIES

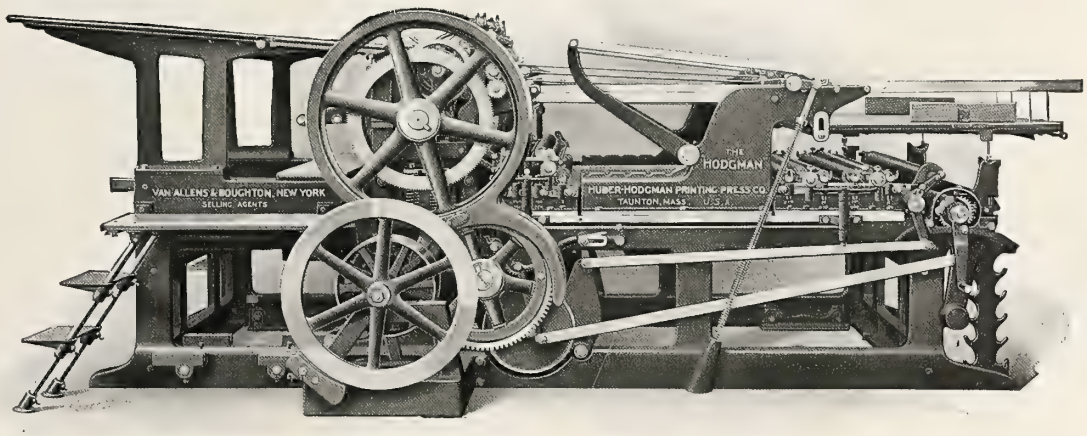
permit the printer to rent fonts of Matrices at a nominal rate, and thus to keep his composing-room up-to-date.

Address for all prices and details

UNIVERSAL
TYPE-MAKING MACHINE CO.
321-323 North Sheldon Street
CHICAGO, ILL.

NR

THE HUBER-HODGMAN PRINTING PRESS



THE HODGMAN

THE HODGMAN PRESS is a new principle in bed-driving mechanism, doing away with the old cumbersome shoe and heavy rack-hanger. You must see this simple mechanism before you can appreciate how durable and powerful the drive is. The Hodgman is a well-built machine, and will really last a lifetime, for the wearing parts of this bed-motion can be replaced new for a cost not to exceed $50. We do not believe this motion would cost a dollar for repairs for many years. Enough printers of an inquiring mind are examining this new design to keep our factory running twenty-four hours a day. Scarcely a customer, seeing this press in operation, fails to place his order with us. This press has five tracks. The cross-stay is solid — not cut away to make passage for the rack-hanger to pass. The cylinder-lift is absolutely rigid — no elasticity anywhere — and the speed is the capacity of the feeder. The bed is only 34 inches from the floor. This is made possible by the elimination of the rack-hanger.

We ask you to see this press. After you have examined it we have no doubt about the order, because we know your good judgment will concede these points: The greatest in speed, the lightest in operation, the simplest in mechanism, the most rigid in construction, the most up-to-date in conveniences. If these claims are proven we are entitled to the order. See it and be convinced.

VAN ALLENS & BOUGHTON

17 to 23 Rose St. and 135 William St., New York.

FACTORY—TAUNTON, MASS.

AGENT, ENGLAND,
P. LAWRENCE PRINTING MACHINERY CO., Ltd.
57 Shoe Lane, London, E. C.

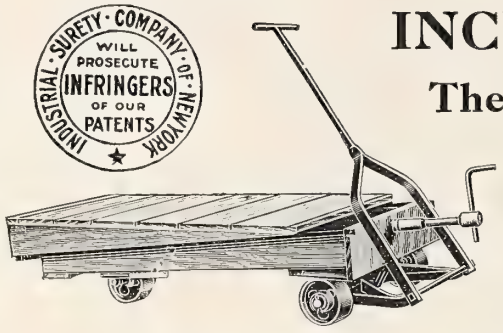
WESTERN OFFICE, 343 S. Dearborn Street,
H. W. THORNTON, *Manager*,
Telephone, Harrison 801. CHICAGO

Patented in United States, Canada and Foreign Countries

INDUSTRIAL SURETY COMPANY OF NEW YORK
WILL PROSECUTE INFRINGERS OF OUR PATENTS

THE MILLER INCLINE TRUCK

The Truck that Lifts and Carries

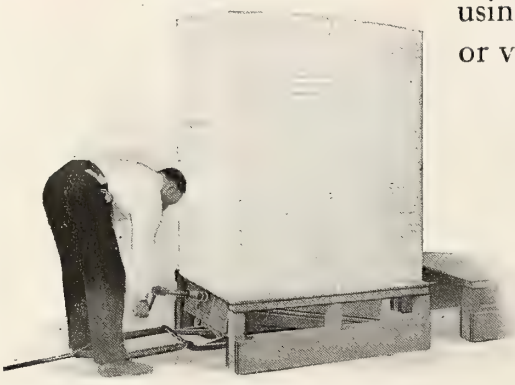


The Truck

500 plants now using our system. Write us and we will tell you who is using it in your town or vicinity.

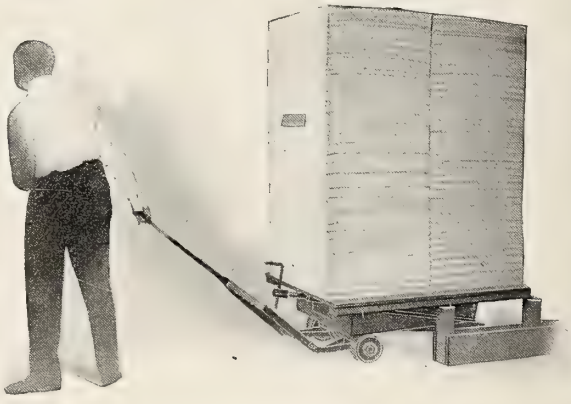


Load to be placed on the Truck



A few turns of the crank lifts load free from skids on the Truck

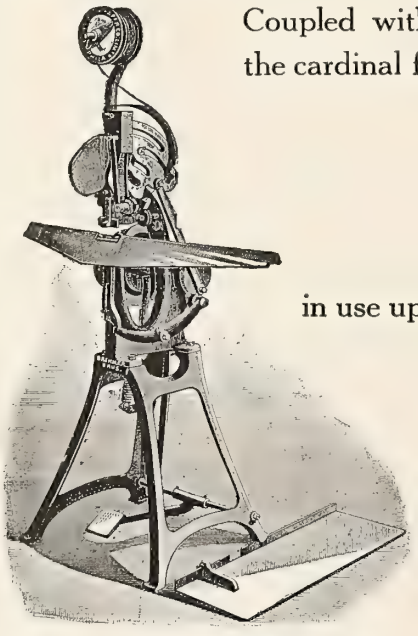
Time required for loading and unloading, 15 seconds



Load ready to move

THE MILLER INCLINE TRUCK COMPANY, 561 West 57th Street, New York City

PRACTICAL SIMPLICITY



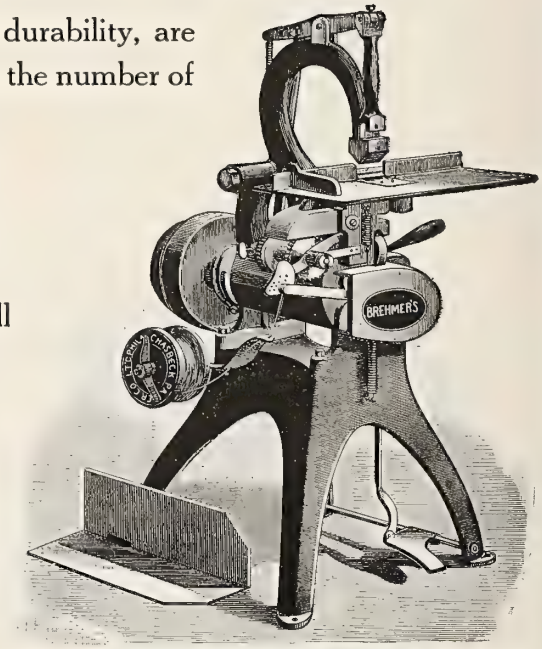
No. 33. For Booklet and other General Printers' Stitching.

Coupled with accuracy, speed and durability, are the cardinal features which have sent the number of

Brehmer Stitchers

in use up to 60,000. More than all other makes lumped together.

Let us tell you ALL about these machines and the number will jump to 60,001.



No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA

609 CHESTNUT STREET



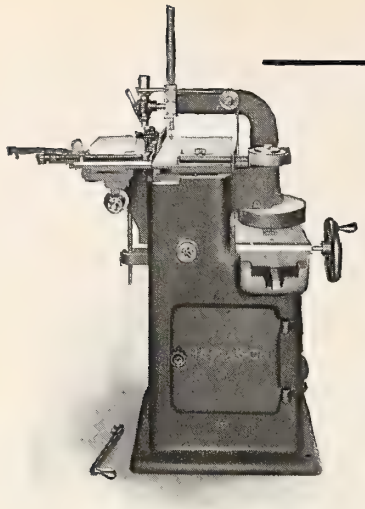
Old Council Tree Bond

is a *standing asset* to the printer. It minimizes his selling efforts, because its dignity and character *appeal strongly* to the business mind.

Every time you recommend OLD COUNCIL TREE BOND to a business man you are telling him something that he likes to hear. The paper has been advertised so extensively that it *lingers subconsciously in the business mind.* When you mention it, you receive a smile of recognition. It is always *good business* to give a business man *what he wants* rather than something you might want him to have.

OLD COUNCIL TREE BOND is chuck full of quality and is not overburdened with price, like lots of other advertised bond papers. It's a standing asset both to the printer and the business man.

NEENAH PAPER COMPANY
Neenah, Wis. U. S. A.



HEXAGON SAW-PLANER

CONCENTRATED EFFICIENCY

IMMENSE SAVINGS

INVARIABLY FOLLOW THE INSTALLATION
OF THIS COMPOSING-ROOM MACHINE

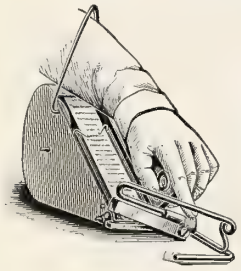
WE WILL SEND YOU ONE TO TRY FOR THIRTY DAYS

SEND FOR OUR HANDSOME BOOKLET

HEXAGON TOOL CO. 321 Pearl Street, NEW YORK

The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

Eagle Printing Ink Co.

24 Cliff Street, New York

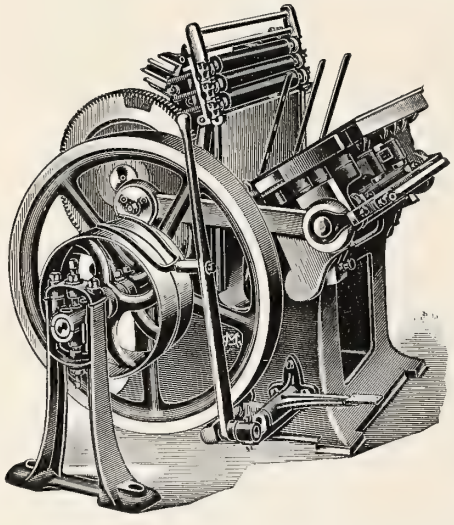
Why are Eagle inks first considered when inks are wanted for wet printing? It's the "know how" and quality. Allow us to refer you to some of the BIG ONES using our inks. It will surprise you.



Western Branch:
705 S. Dearborn Street, Chicago.

Factory:
Jersey City, N. J.

The Improved Universal Press



is especially designed for high-class work, half-tone, four-color cuts, cutting or creasing. It supplies the greatest quality and variety of service at the least cost of production, and its character of work is absolutely unsurpassed in every respect.

Its durability and simplicity have made for this press a standing and undisturbed reputation among those who are daily using this press.

The Best Proof of Satisfaction

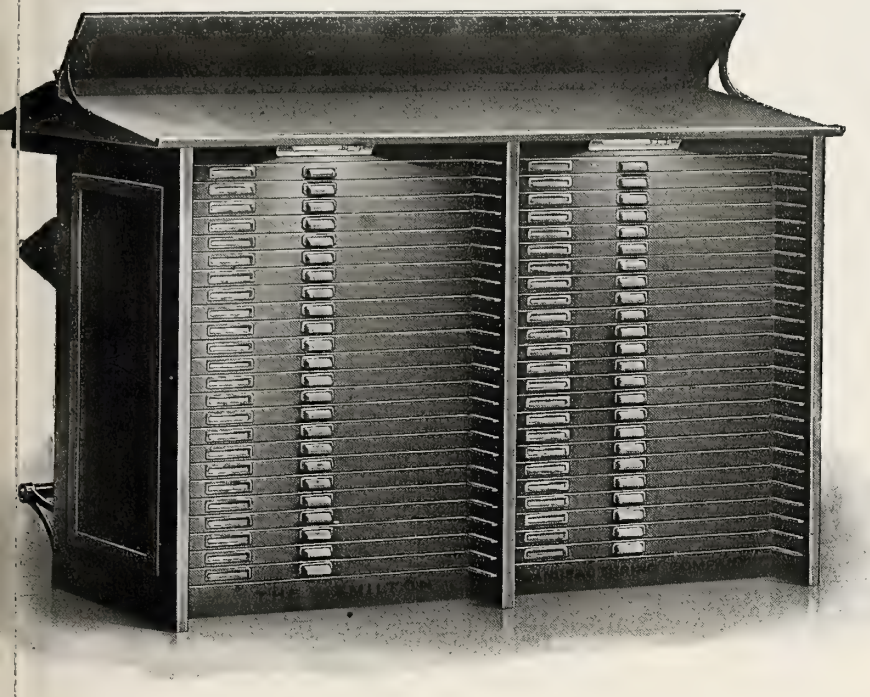
lies in the fact that printers and producers of specialty printing continually add the UNIVERSAL PRESS to their equipment — their ultimate purpose being that their entire plant shall be equipped with the IMPROVED UNIVERSAL PRESS.

We will gladly send you prices, catalogue, and further particulars if you are now ready to install a press that will serve manifold purposes in a *dependable* and *satisfactory* manner.

The National Machine Co.,* *Manufacturers, Hartford, Connecticut

Sole Canadian Agents — MILLER & RICHARD, Toronto and Winnipeg

Hamilton Steel Goods



The popular Tracy Cabinet in all-steel construction

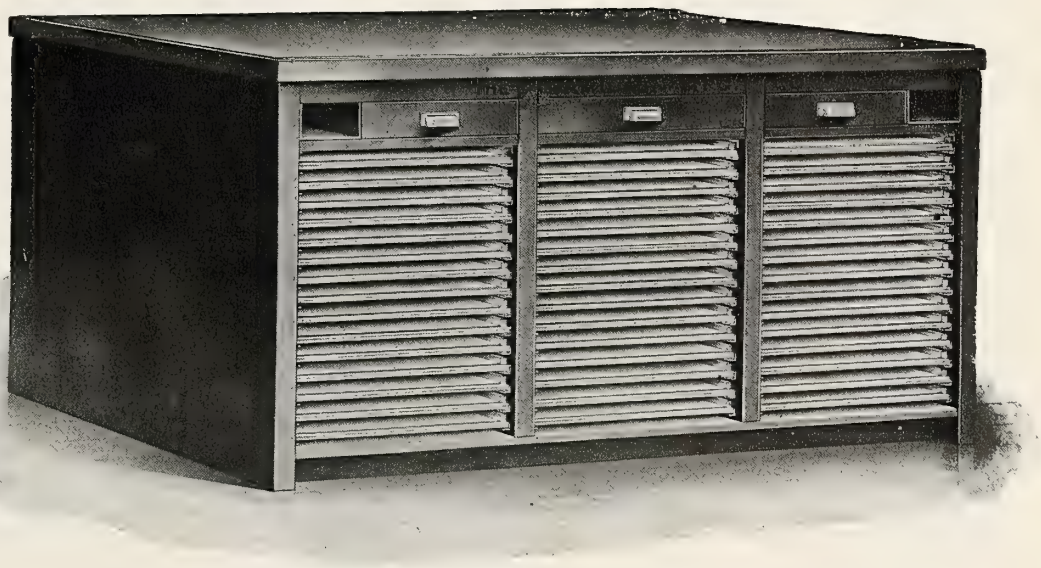
Thirty years ago Mr. J. E. Hamilton commenced the manufacture of wood type on a small scale. This little venture eventually developed through the Hamilton Mfg. Company into the full line of Hamilton's Wood Goods, now in use in every printing plant in practically every country where the art of printing has made material progress.

The things that have made this possible are, primarily, practical construction and high quality, linked with economical production.

Experts have been created by these years of effort and success—a wonderful corps of trained men, and it is this remarkable organization that now offers you Hamilton Steel Goods, made in the same painstaking manner as our product of wood, with added advantages of fire resistance, a greater lifetime of wear, and increased capacity—the furniture for the printer who thinks of the future as well as the present—a line that we are proud to produce and the printer will be proud to have in his plant.

Look for our colored supplement in the March issue of the printing trade journals showing additional designs of Steel Furniture. Let us have your specifications for new equipment required to put your plant on an economical basis. Estimates will be furnished promptly.

The All-steel Imposing Frame here illustrated is a standard piece of furniture and is but one of many styles we are ready to furnish. The letter-boards are of pressed steel. This frame gives a storage space of 415 square feet and occupies a floor space of 26 square feet. This is by far the greatest amount of storage surface we have ever been able to furnish within so small a floor space.



All-steel Imposing Frame with semi-steel surface and pressed-steel Letter-boards

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

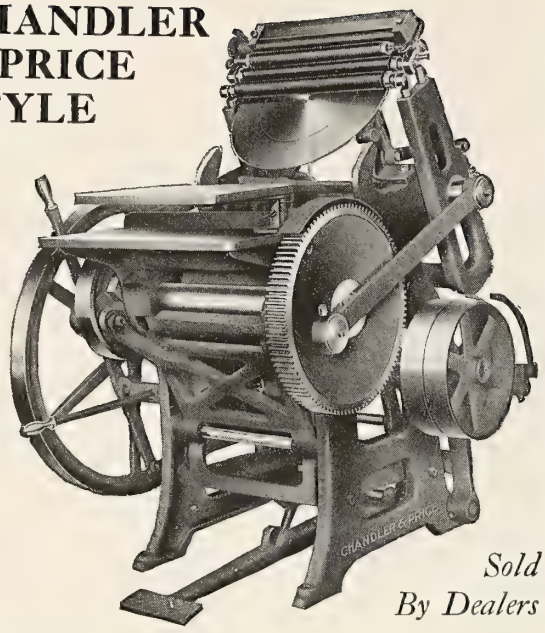
THE HAMILTON MANUFACTURING CO.

Main Office and Factories . . . TWO RIVERS, WIS.
Eastern Office and Warehouse . . . RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

CHANDLER & PRICE STYLE



Sold By Dealers

Users of Chandler & Price Presses have always been enthusiastic in their praises of these machines.

The name at the masthead of this ad.

The **NEW**

The manufacturers have borne this in mind in designing the New Series Press, retaining the good qualities.

is a strong endorsement for the press

Chandler **SERIES**

The design and general appearance of the new press is more modern. Press is lower. The impression is more rigid.

We can't tell all the GoodPoints here, but if

& Price **PRESS**

More parts are interchangeable. The distribution of metal is more symmetrical. The gear guard is a valuable addition.

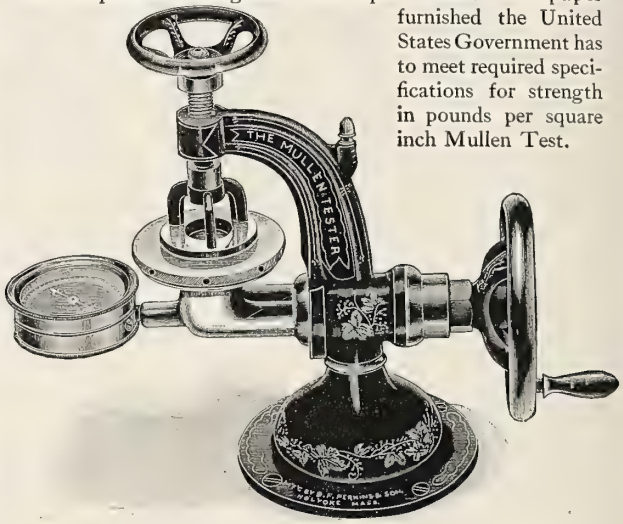
you will write us, we will send full details

THE CHANDLER & PRICE CO.
CLEVELAND, OHIO

THE WORLD STANDARD

THE MULLEN PAPER TESTER

is used by the most progressive and far-sighted printers, because they realize that it is the Universal Standard recognized and respected throughout the Paper Trade. All paper furnished the United States Government has to meet required specifications for strength in pounds per square inch Mullen Test.

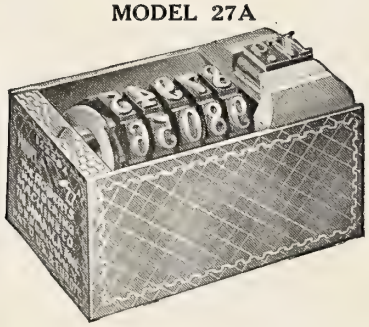


SEND FOR CATALOGUE AND REFERENCES

B. F. PERKINS & SON, Inc.
Sole Manufacturers
HOLYOKE, MASSACHUSETTS
European Agents: Parsons Trading Co., New York and London

Roberts Numbering Machine Co.
Successor to The Bates Machine Co.
696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



No 12345
FAC SIMILE IMPRESSION
Size 1½ x 15/16 inches

FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

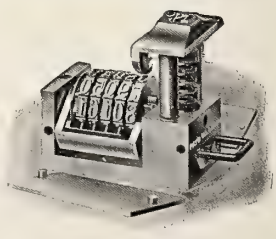
FIVE-FIGURE WHEELS

ROBERTS' MACHINES
UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward



CONSULT

THE SPECIALISTS WHO KNOW

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

FIFTEENTH YEAR
NEW YORK CHICAGO

Will help to { INCREASE YOUR SALES / DECREASE YOUR LOSSES

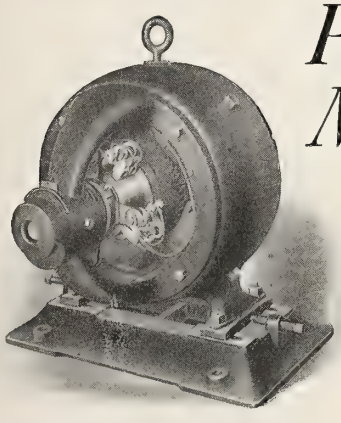
RATINGS

MOST CAREFULLY REVISED and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY

General Offices 160 Broadway, New York

What Does Your Power Cost You Annually? This is the time of year when printers, publishers, and all other users ought really to examine the cost of last year's power.



The Peerless Motors are made to fill the requirements of every size press — in fact, *any power problem.* The knowledge of the demands for special machinery is carried out in the construction of each individual motor for a particular press. Our Motor Power "holds down" your cost of production to where it belongs.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:
CHICAGO, 452 Monadnock Block. NEW YORK, 43 West 27th Street
And All Principal Cities



From Printer to Advertising Man

HUNDREDS of ambitious men have stepped from the printery into responsible advertising positions through the help of the International Correspondence Schools, of Scranton — the greatest salary-raising institution in the world.

THE occupation of printer particularly fits you for a good advertising position. Type, display and lay-outs are all essential to good advertising. The I. C. S. will qualify you in all the other requirements without interfering with your present work.

THE I. C. S. Advertising Course is the work of experts — each a specialist in his particular line. The Course covers Type Display, Copy-Writing, Follow-up Systems, Investigating Appropriations, Illustrating, Mediums, Catalogue and Booklet Writing, and the many other subjects that enter into highly paid advertising work.

YOU can qualify. The I. C. S. can help you. Fill in and mail the attached coupon, and learn how the I. C. S. *will go to you and train you in your spare time.*

Grasp opportunity by mailing the coupon NOW

International Correspondence Schools
Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____

Latest

Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment

(Unexcelled)

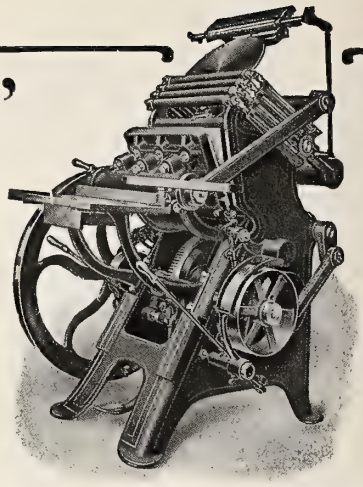
"Prouty"

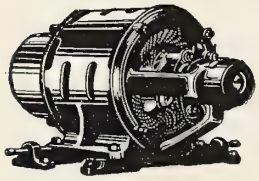
Obtainable through any Reliable Dealer.

MANUFACTURED ONLY BY

Boston Printing Press & Machinery Co.

OFFICE AND FACTORY
EAST BRIDGEWATER, MASS.





Increase the Output of Your Presses

and you will be better able to meet competitive prices. You can not speed up to full capacity unless you have good motors. Equip your presses with

Richmond Polyphase Motors

2 and 3 phase — ¼ to 100 h.-p. *"A Speed for Every Job"*

and you will notice the increase at once. You will be able to make them turn out as many impressions per hour as your men can feed. Write to our nearest branch for Bulletin No. 14P. It contains valuable information for every printer.

145 Chambers St., New York City
176 Federal St., Boston, Mass.
322 Monadnock Blk., Chicago, Ill.
1011 Chestnut St., Room 626, Philadelphia, Pa.
1120 Pine St., St. Louis, Mo.
226-30 Huron St., Toledo, Ohio
1006 Majestic Bldg., Detroit, Mich.
505 Swetland Bldg., Cleveland, O.
148 McGill St., Montreal, Canada

Richmond Electric Co. RICHMOND, VA.

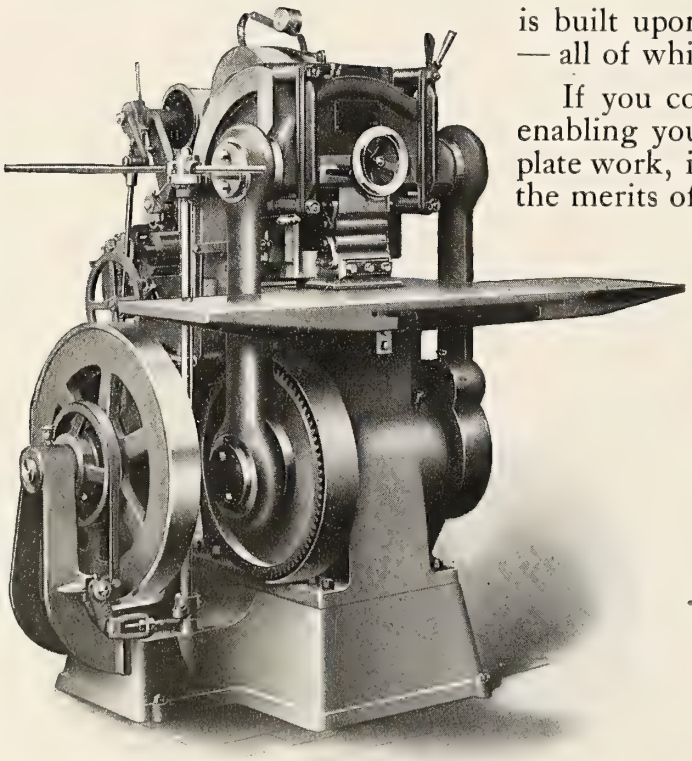
The
Sabin Robbins Paper Co.
Middletown, Ohio

Specialists
in
Job Lots *and* Seconds

We carry a complete line of every grade of Coated Paper and Cardboards made in Seconds

Send Us Your Name for Our Mailing List

This Steel Die and Plate Stamping Press



is built upon lines of durability, convenience, speed — all of which make for a *satisfactory* press.

If you contemplate adding a press as a side line, enabling you to produce the highest class of die or plate work, it is important that you should investigate the merits of our line of stamping presses.

The mechanical and constructive principles are absolutely correct — the newest — and when you install such a press you get the result of to-day's requirements.

It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

Write for full particulars, prices, terms, etc.
We manufacture two smaller sizes of press.
Also hand-stamping and copperplate presses.

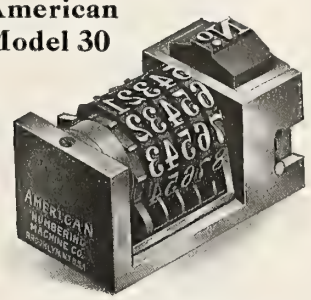
The Modern Machine Company
Belleville, Illinois

A STRICTLY high-grade machine, combining strength and simplicity of construction with absolute accuracy. Steel throughout. Every machine thoroughly tested in a printing press and guaranteed accurate. Price, 5 wheels, $5.00; 6 wheels, $6.00. *For sale by dealers everywhere.*

AMERICAN NUMBERING MACHINE CO.

291 Essex Street, Brooklyn, N. Y.
169 West Washington Street, Chicago, Ill.
2 Cooper Street, Manchester, England.

American Model 30



No. 12345

Impression of Figures

The Mechanical Chalk Relief Overlay

has a purpose — and serves it well. EFFICIENT, PRACTICAL, ECONOMICAL, and replaces all antiquated former overlay methods.

A Process for the Large, Medium and Small Printshop

For samples and "shopright" charge address

WATZELHAN & SPEYER

183 William Street, New York

IDEAL COATED PAPER CO.

ORIGINATORS OF

Guaranteed Non-Curling GUMMED PAPERS

The Ideal Made Real

MILLS AND MAIN OFFICE
BROOKFIELD, MASS.

CHICAGO OFFICE
452 Monadnock Building

NEW YORK OFFICE
150 Nassau Street

CARDINAL POINTS

of the CHANDLER & PRICE LEVER PAPER CUTTER THAT SHOULD INTEREST PROSPECTIVE PURCHASERS

Ease of Operation — Perfectly Counterbalanced

Deep Throat Ample Table

Extra Heavy to Withstand Strains

Moderate in Price

Chandler & Price Lever Paper Cutter

All Parts Interchangeable

Lever and Weight Adjustable

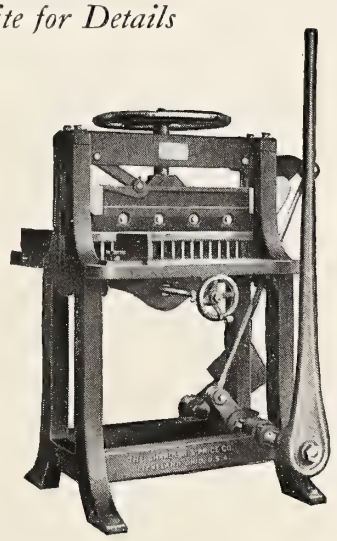
Large Hand Wheel Makes Clamping Easy

Great Strength and Durability

OTHER INFORMATION WILL CHEERFULLY BE GIVEN BY ADDRESSING THE MANUFACTURERS

THE CHANDLER & PRICE CO.
CLEVELAND, OHIO

Sold by Dealers
Write for Details



THE Chandler & Price Lever Paper Cutter is manufactured with the same care, and of the best materials, as are the famous Chandler & Price Gordons.

One Calls for Two

KIMBLE
A. C. MOTORS

Chas. M. Thomas' Sons, of Kingston, N.Y., "Classy Printers and Stationers," write as follows:

> *"Our foreman, Mr. Oliver Van Steenburg, turned the literature in reference to your motors over to us. We have been using one of your one-horse Electric Motors for about two years and have experienced practically no trouble. It is O. K. That is the reason we desire another."*

"Fast or Slow, With a Touch of the Toe"

A foot-lever enables the pressman to vary speeds at will, not by sudden jerks or steps, but by easy gradations, and the same lever reverses the press at any speed.

Cutting speed cuts current cost correspondingly—an exclusive Kimble feature.

On Kimble Motors the act of reducing speed also retards the flow of current through the meter. On ordinary motors speed can only be reduced by choking off or wasting current *after* it is metered.

With a Kimble Motor you can run a jobber at 2,000 impressions an hour at less cost for current than ordinary motors consume at 1,200 an hour, and when you have a slow, careful color-register job that runs at 1,000 an hour, your Kimble cuts the meter bill to exactly *half* of its 2,000-impression rate.

MORAL: "Kimbleize your shop and paralyze your power bill."

Send for full particulars and illustrated catalog

Kimble Electric Company
1125 Washington Boulevard *Chicago*

If It's Envelopes You Want

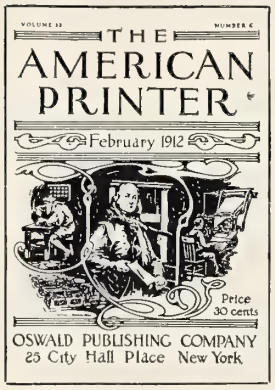
5,000 lots or over, regular commercial or catalog, don't fail to consult the Western States Envelope Company. It's to *your* interest.

Write to-day to the

Western States Envelope Company
311-313 East Water Street
MILWAUKEE WISCONSIN

Manufacturers of Sure Stick Envelopes

Did you celebrate Ben Franklin's Birthday? Many printers did, and you should read about the commemorative dinners and cost congresses in the



February number of

The American Printer

There are several splendid articles on obtaining and creating business; a calendar form suitable for St. Valentine's advertising has been designed especially for the use of its readers; there is a showing of holiday greetings; another article on estimating by the square inch; inside facts about operating a big linotype composition plant; a page of efficiency ideas; instruction in presswork and typography; woodcuts are coming back, they say; more queer and funny things; more than a hundred sets of specimens are reviewed; some have been reset and printed in color; some truths about nine printers; lots of other good reading and plenty of illustrations.

Do you read *The* American Printer?

Send thirty cents for a sample copy of the February number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City

The Miller Saw-Trimmer

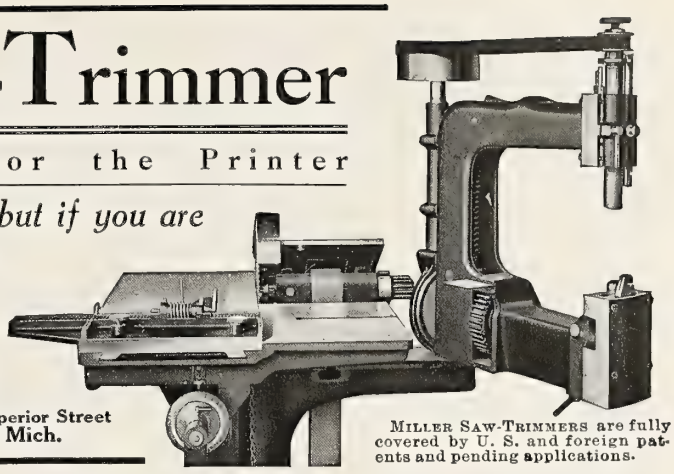
A Standardizing Machine for the Printer

33 1/3 cents is one-third of a dollar — but if you are buying a Precision machine you had better spend the dollar.

Write for new illustrated price-list.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co., 815 East Superior Street Alma, Mich.



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.



What Every Printer Wants

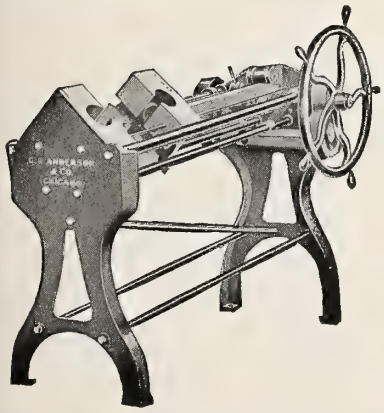
is a patent block that will accommodate the greatest variety of work, in the least time for changes, with strength to stand years of hard knocks. The block with the most talking points isn't always the best.

The Wilson Block

has one talking point that really talks — It has been on the market now over ten years and is being ordered and re-ordered by the largest printers in the country. W. B. Conkey Co., Hammond, Ind., have bought in all over $10,000 worth of these blocks; W. F. Hall Printing Co., Chicago, over $5,000; Federal Printing Co., New York, $3,000, etc. Must be a reason why they stick to THE WILSON after trying other makes.

Now seriously, Mr. Printer — if you are printing from plates — THE WILSON BLOCK demands your consideration. *You will find it a well-spent effort to ask us to send our catalogue. Do it now.*

OWNERS AND MANUFACTURERS **A. F. WANNER & COMPANY** 431 So. Dearborn Street CHICAGO, ILL.



You See More Anderson Bundling Presses in Use Now

than any other kind on to-day's market. The reason — durability and satisfactory service, both of which mean a saving in *cost of production.*

A Bindery is incomplete without such a bundling press. Many binderies have from 2 to 12 in daily operation.

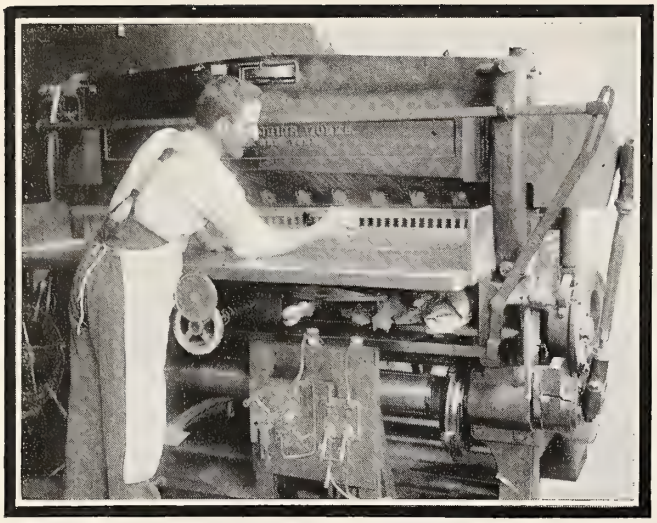
This Bundling Press is known for its high pressure, produced with the greatest ease.

We can tell you of many printers likely near you who either use or know all about the merits of the

ANDERSON BUNDLING PRESS

Why not write, and get your plant equipped for Spring bundling requirements?

C. F. ANDERSON & COMPANY 712 South Clark Street CHICAGO



Delays Eat up the Profits in a Print-Shop

The Carborundum Machine Knife Stone

Not only saves time, but it saves stock—both mean money. Any time your paper-cutter knife goes dull and begins feathering good paper, you needn't wait to take the knife out of the machine and grind it—run the Carborundum Stone over it a few times—back comes the edge keen and even cutting. It takes only a minute or two to put the blade in perfect condition.

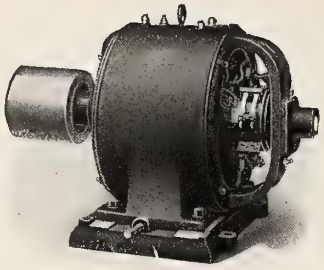
¶ The stone is grooved to protect the fingers and it just fits the hand.

From your hardware dealer or direct by mail, $1.50

The Carborundum Co.

Niagara Falls, New York

Don't Guess



At the size Motor required for that press. Write for our Printers' Guide, which tells you just what size and speed motor to install.

The proper motor will be cheaper to buy and cheaper to operate. To specify properly, requires special experience. We have that—twenty-one years of it.

The Triumph Electric Co.

Cincinnati, Ohio

BRANCHES IN ALL LARGE CITIES

NOW READY FOR DELIVERY

1911-12

PENROSE'S PICTORIAL ANNUAL

THE PROCESS YEAR BOOK

Edited by WILLIAM GAMBLE

A comprehensive survey of progress in the Graphic Arts, profusely illustrated, comprising about

60 PRACTICAL ARTICLES by well-known workers, covering a wide range of process and illustration subjects.

500 ILLUSTRATIONS, including the following full-page inserts:

2 Photogravures	20 Three-Color Prints
5 Five-Color Prints	30 Two-Color Prints
10 Four-Color Prints	100 Monochrome Supplements

Several Litho-Offset Examples.

Price, $2.50 **Express Prepaid**

INLAND PRINTER CO.

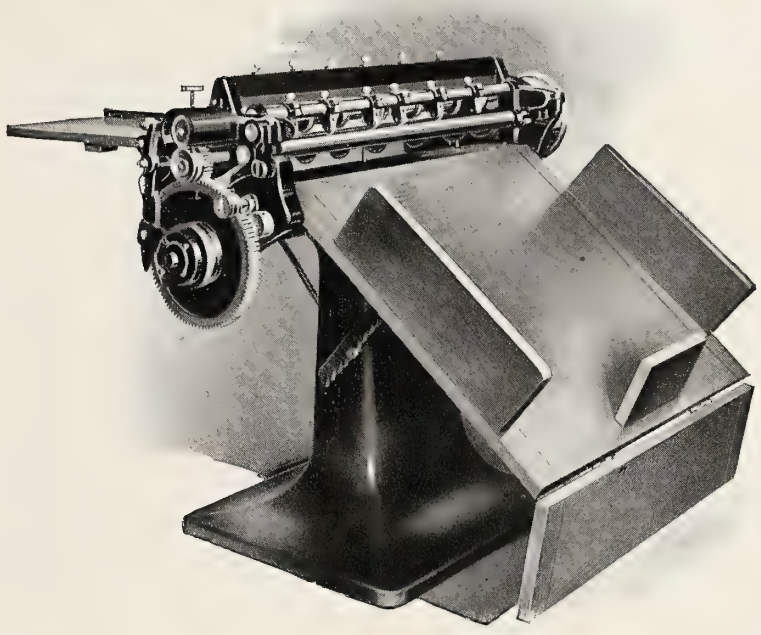
CHICAGO, ILLINOIS

New Features Insure Increased Efficiency

The value and efficiency of the original "Peerless," already having a world-wide reputation, is greatly improved and will be known as the

Universal-Peerless Rotary Perforator

It will be built in three standard sizes to take sheets 30, 36 and 42 inches wide, and each size will be equipped with six perforating heads and one scoring head.



These heads may be adjusted to perforate at parallel intervals of from five-eighths of an inch up to any desired width and the skipping cams may be adjusted to skip any interval from one and one-half inches up. Knife cut perforating heads, slitting heads and loose-leaf creasing heads may be attached if desired.

A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism
There are no rubber bands or tapes used in the construction.
All feed rolls are of metal.
The bearings are oilless, and *will never require lubrication.*
The feed-gauge is adjustable to either right or left hand feed.
The burr-flattener is of a new design.
The gearing is all protected.
The finish is the very best.

We know that we have not overlooked a single feature in making this new model *the most perfect* mechanism for its purpose.

Manufactured by **A. G. BURTON'S SON** 118 to 124 South Clinton St., CHICAGO, ILL., U.S.A.

SELLING AGENTS

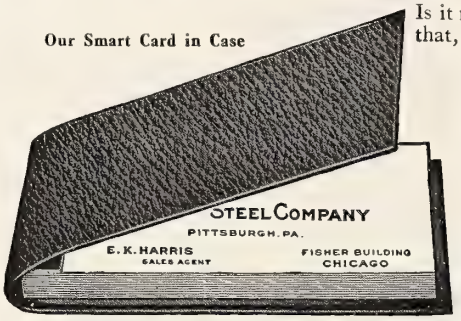
GANE BROS. & CO. CHICAGO, ILL.
T. W. & C. B. SHERIDAN CHICAGO, ILL. / LONDON, ENG.
S. KOCHANSKI BERLIN, GERMANY
MILLER & RICHARD WINNIPEG, MANITOBA
MIDDOWS BROS. SYDNEY, N. S. W.
E. C. FULLER CO., 28 Reade St., ... NEW YORK
THE J. L. MORRISON CO., ... TORONTO, CANADA
JOHN DICKINSON & CO. . . . Agents for South Africa and India

A House of Cards

is an old familiar metaphor to which Time has veritably given a new meaning growing out of the introduction of the great card improvement of the century. When

Peerless Patent Book Form Cards

were first offered to the buying public, not even the inventor dreamed of the enthusiastic reception that was to be accorded them. They have leaped into a demand that is incredible.



Our Smart Card in Case

Is it not good logic that, if they have been such a mighty factor in the long established business of the J. B. Wiggins Company, whose reputation as a producer of the last word in engraving and die embossing is a fundamental fact of the last half century of the business world, your business, however well established or how newly formed, must be benefited by the offering of these cards to your customers and to those who are not, but are much desired, whose patronage is distinctly worth while?

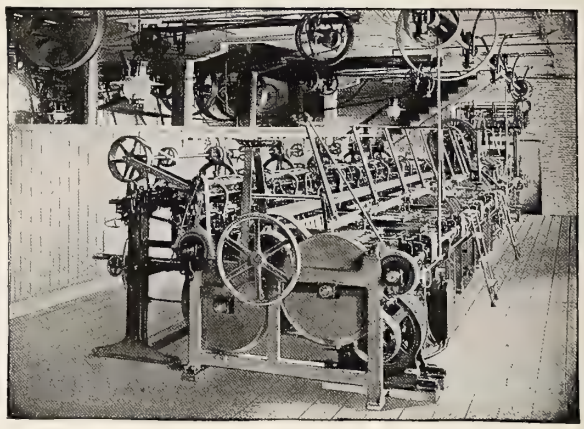
Think it over, and think what you are losing by not putting the logic of this fact to the supreme test — the sale of these cards in your own business. Begin right now to eliminate this loss and add this profit. Write to-day.

The John B. Wiggins Company

Established 1858

Engravers, Die Embossers, Plate Printers

52-54 East Adams Street Chicago



Westinghouse Motor Driving Folder

Westinghouse Individual Motor Drive will increase the output of your plant without increasing running expenses.

Put one of these motors on each machine, making each independent of all others, arrange all the machines for minimum handling of material, keep each running at just the proper speed (easily done with these motors), and then watch the production increase.

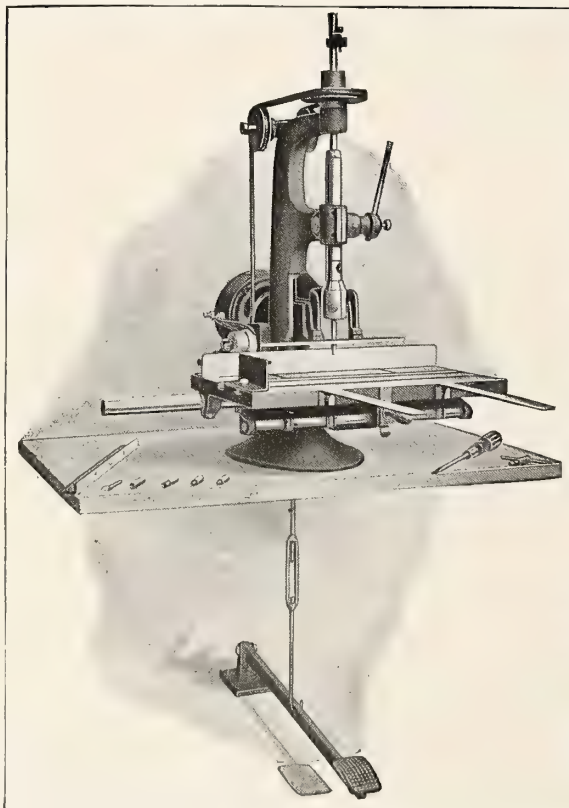
The motors will stay on the job continuously, day and night if necessary, and your power bills will be surprisingly low. No extra power charges for overtime work — the power required is always in exact proportion to the work done; you don't have to drive some hundred feet of line shafting to run one machine.

Our men are thoroughly familiar with every detail of motor drive. Their advice is free. Write for it to-day.

Westinghouse Electric & Mfg. Co.

Sales Offices in 45 American Cities

East Pittsburgh, Pennsylvania



Have You Investigated?

HERE is a paper drill that really drills, and drills with satisfaction. It supplies a long-felt want, and if you have not investigated the merits of this machine, or have not read thoroughly our catalogue, you are overlooking a feature of new equipment that is bound to interest you.

For excessively thick work beyond the capacity of an ordinary punching operation, or for holes far from edge of sheet, the TATUM NEW PAPER DRILL will do the work. Especially adapted for railroad tariffs, telephone directories, order blanks, calendar cards and similar work.

Illustration shows clamping device operated by foot, thus leaving both hands free to control work.

A Few Special Features

The table is readily adjustable, work easily controlled, any desired distance between centers from one-half inch to twelve inches quickly secured. Gauges on table provide easy adjustments from edges of sheets.

Drills are hollow — a very important feature — avoiding choking, thereby giving a clearance inside, which allows ready passage for the refuse, insuring holes clean all the way through.

Ask for our descriptive leaflet supplying further details.

Main Office and Factory: Cincinnati, Ohio.

THE SAM'L C. TATUM CO.

New York Office: 180 Fulton St.

WOOD TYPE

(Wood Type Series 65—6 line)

This head-line is a specimen of the quality of our wood type. It is absolutely perfect in point of uniformity, height and line. Made from solid grained end wood—specially imported—and is made doubly durable and lasting by our special oil process to preserve against possible dampness. Lighter in weight and cheaper in price than metal type. Send for our catalogue—it is free for the asking.

EASTERN BRASS & WOOD TYPE COMPANY

Office and Factory: 77 Kennett Avenue **WOODHAVEN, NEW YORK CITY**

EXPERT ADVICE FOR PRINTERS

WE have just created an Advisory Department, prepared to give printers complete information on technical and mechanical matters in connection with the preparation of copy for color reproduction. This is reliable and invaluable advice by experts who make color reproduction their specialty, anything from two colors up. Information is also available on matters connected with the handling of color plates on press, inks, etc., and such general topics.

It is a matter of record that our plates are esteemed by printers, wherever used, as the finest printing surfaces they have ever put to press. They reproduce clear-cut impressions, in perfect register and true to proof. They can be relied upon for a great number of impressions, in addition to which they require the least amount of preparation for perfect make-ready.

Correspondence invited.

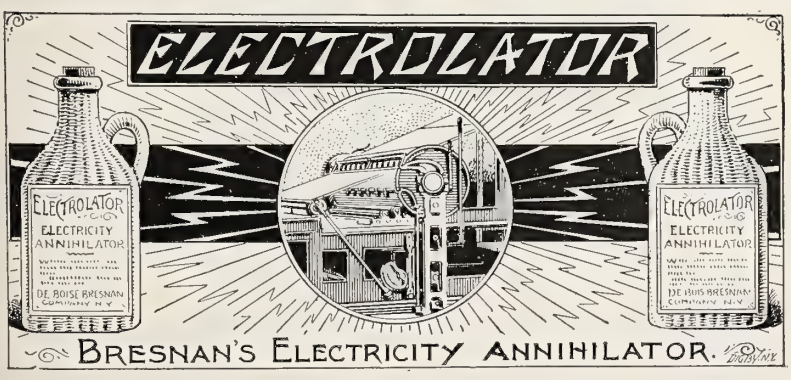
ZEESE-WILKINSON COMPANY

Specialists in Color-Plate Engraving and Printing

TELEPHONE: 5200 MADISON SQUARE

213-217 EAST TWENTY-FOURTH STREET NEW YORK CITY

REDUCE YOUR COST BY ELIMINATING ELECTRICITY



HALF GALLON . $3.50
ONE GALLON . . $6.50

RESULTS GUARANTEED

De Boise Bresnan Co.

23 Park Row *New York*

FOR PRINTERS



Best Detergent for cleaning and preserving Rollers.

COPPER AND ZINC PLATES

MACHINE GROUND AND POLISHED

CELEBRATED SATIN FINISH BRAND

FOR PHOTO-ENGRAVING AND ETCHING

MANUFACTURED BY

THE AMERICAN STEEL & COPPER PLATE CO.

116 NASSAU STREET, NEW YORK, N. Y.

Polished Copper

for Half-tone and Color Processes

Polished Zinc

for Line Etching, Half-tone and Ben Day Processes

Chemicals, Supplies and Equipment

for the Shop, Gallery and Artroom

National Steel and Copper Plate Co.

OFFICES AND STOCKROOMS

704-6 Pontiac Bldg., 542 S. Dearborn St., Chicago
1235 Tribune Bldg., City Hall Square, New York
214 Chestnut St. : : : St. Louis, Mo.

FACTORIES

1133-1143 West Lake Street : Chicago, Ill.
220-224 Taaffe Place : Brooklyn, New York

We cater to the Printing Trade in making the most up-to-date line of

Pencil and Pen Carbons

for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters.

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

METALS

Linotype, Monotype, Stereotype
Special Mixtures

QUALITY

First, Last and All the Time.

E. W. Blatchford Co.

230 N. Clinton St., Chicago
5 Beekman St., New York

PRESSMEN'S OVERLAY KNIFE

This knife has been subjected to a careful test for quality of temper. It will be found to hold a keen edge and to be of much flexibility, enabling the operator to divide a thin sheet of paper very delicately. In all respects it is of superior manufacture. The blade runs the entire length of the handle and is of uniform temper throughout. As the knife wears, cut away the covering as required.

PRICE, POSTPAID, 25 CENTS

THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago
1729 Tribune Building, New York

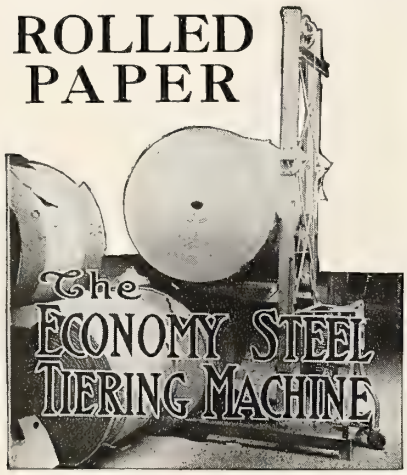
A SULLIVAN PRESS

will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 64-F*



SULLIVAN MACHINERY COMPANY
122 South Michigan Avenue, CHICAGO

ROLLED PAPER



One of the Meanest Packages to Pile is a Roll.

Handled by one of these machines, however, the job is easy. And it will pile anything.

Economy Engineering Co.
415 S. Washtenaw Ave., Chicago, Ill.
FOREIGN AGTS.
Parsons Trading Co., New York.

CONCERNING TYPE

A HANDBOOK FOR USERS OF PRINTING

64 pages—Flexible Cover—3 x 6 inches—a size and shape most convenient for pocket or desk use.

A CYCLOPEDIA
OF
EVERY-DAY INFORMATION
FOR THE
NON-PRINTER ADVERTISING MAN

Ever feel the lack of technical printing knowledge? **"Concerning Type"** tells all about type, how it is divided into text and display faces, explains the point system, shows eighteen kinds of type—each in seven sizes; contains valuable information about engravings, composition, proofreading, paper, presswork, binding, estimating, a complete dictionary of printing terms, and a hundred other things you should know—but probably don't. Endorsed by every one who knows a good thing when he sees it.

Price, 50 Cents, postpaid

THE INLAND PRINTER CO.
1729 TRIBUNE BLDG. NEW YORK
632 SHERMAN ST. CHICAGO

Vest-Pocket Manual *of* Printing

A full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons

TABLE OF CONTENTS

Punctuation: The Comma, Semicolon, Colon, Period, Note of Interrogation, Exclamation Mark, Hyphen, Marks of Parenthesis, Dash, Apostrophe—Capitalization—Style: The Use and Non-use of Figures, Abbreviations, Italicizing, Quotations—Marked Proof—Corrected Proof—Proofreaders' Marks—Make-up of a Book—Imposition and Sizes of Books—Sizes of the Untrimmed Leaf—Type Standard—Number of Words in a Square Inch—Relative Sizes of Type—Explanation of the Point System—Weight of Leads Required for any Work—Number of Leads to the Pound—To Print Consecutive Numbers—To Prevent Coated Paper from Peeling—Engraving and Illustrating—Definitions of the Principal Technical Terms Used in Fine Bookbinding—Relative Values of Bindings—Directions for Securing Copyright—Correct Sizes of Flat Writing Papers—Sizes of Ruled Paper—Regular Envelope Sizes—Standard Sizes of Newspapers—Leads for Newspapers—Newspaper Measurements—Imposition of Forms.

Convenient vest-pocket size. Neatly bound in leather, round corners; 86 pages; 50 cts.

THE INLAND PRINTER CO.
1729 Tribune Bldg. NEW YORK
632 Sherman Street CHICAGO

Printers Are the Logical Ad.-Writers

¶ Hundreds of printers have made good as ad.-writers. Herman Black, of Milwaukee, in the advertising business for twenty-five years, echoed the sentiments of many when he said ad.-compositors had the mental equipment that should make good advertising men. Being masters of the mechanical end, they should as a by-product study writing ads. and move into the higher-paying positions.

¶ Under the direction of D. E. Paris, an expert, the Massachusetts School of Advertising is selling a course on that subject. With the object of affording its readers an opportunity to study the principles and practice of advertising, The Inland Printer has made arrangements to publish these lessons in the shape of a series of articles, under the caption "A Study Course in Advertising."

¶ In connection with the lessons there is a scholarship in a correspondence course. The Inland Printer has made arrangements with the Massachusetts School of Advertising for a limited number of these scholarships, which we will sell to yearly subscribers for $5.

¶ An understanding of the principles and practice of advertising offers a foundation on which any printer can build.

¶ It will aid those ambitious to become ad.-writers. It will prove profitable to the job-printer, as it will show him how to give patronage-keeping service to the customer who advertises in a haphazard way. This is a service that holds many patrons with hooks of steel.

¶ Any yearly subscriber may obtain a scholarship for $5.

THE INLAND PRINTER

632 South Sherman Street CHICAGO, ILL.

If You Are Not a Subscriber

fill out this coupon, mail it to-day, inclosing remittance.

THE INLAND PRINTER, 632 Sherman Street, Chicago:

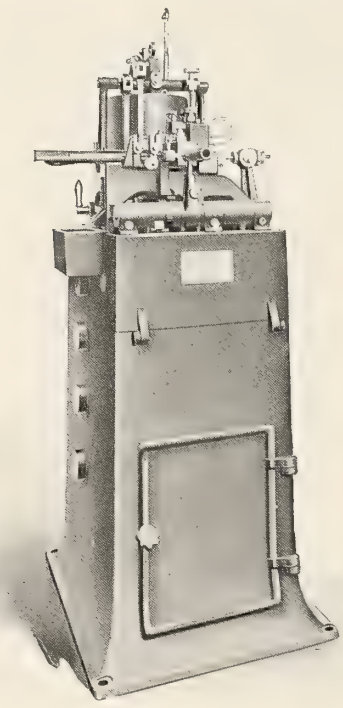
Enclosed find $8.00 in full payment of advertising course by correspondence of THE MASSACHUSETTS SCHOOL OF ADVERTISING, including one year's subscription to your publication. Certificate of enrollment and full directions for taking up the study to be mailed me at once.

Name_____

Address_____

MATRICES for casting type can be borrowed at a nominal fee by users of **The Thompson Typecaster.** *Our matrix exchange library contains all the popular faces shown below in sizes from six to forty-eight point. Additions to these are being made constantly.*

Matrix Catalogue Sent on Request



Used by Fifty Leading Printers

In addition to these faces, all Linotype and Compositype matrices are used interchangeably in the Thompson Typecaster.

Type	**Type**	Type	Type	**Type**
Type	**Type**	Type	TYPE	**Type**
Type	***Type***	***Type***	Type	**Type**
Type	Type	***Type***	Type	Type
Type	***Type***	***Type***	Type	Type

THOMPSON TYPE MACHINE COMPANY

624-632 SHERMAN ST., CHICAGO

MERGENTHALER LINOTYPE COMPANY, AGENTS

TABLE OF CONTENTS—FEBRUARY, 1912.

PAGE

"Adulterated" Paper in G. P. O. ... 756
Ad.-writing, The Printer and ... 691
Advertising, A Study Course in (illustrated). 692

APPRENTICE PRINTERS' TECHNICAL CLUB — No. XV:
Announcement of Letter-head Contest ... 716
Proofreading ... 714

Artificial Illumination of Print-shops ... 696
"B. L. T." Pickups ... 699

BOOKBINDING:
Box and Case Making — (Continued) ... 740

BUSINESS NOTICES:
American Steel & Copper Plate Company, Main Office of the ... 764
Burton's Latest Perforator (illustrated) ... 761
Chambers' New Model Inserting Drop-roll Quadruple Folding-machine ... 762
Cover-papers, An Interesting Exhibit of (illustrated) ... 763
Cover-papers, Extra Heavy ... 763
Crocker-Wheeler Company Strengthened ... 765
Electrolytic Process Company, The ... 760
"Fly-Link" for Cylinder Presses, The (illustrated) ... 764
Handling Paper Stock without Repiling It (illustrated) ... 759
Hansen, The H. C., Type Foundry Exhibit at Boston ... 762
Jones, Samuel, & Co., Gummed Papers ... 765
Kidder Press Company Specialties, Display of the ... 763
Lino-Tabler System, Philadelphia O. K.'s. 757
Linotype in the South ... 765
Linotype Machinists, Suggestion to ... 765
Lithographed Blanks for Bonds ... 763
Lost Profit, Stinting the Composing-room Is Cause of ... 762
Matrix-drying and Plate-finishing Machines 758
Motor Wagons, Pointers on Buying (illustrated) ... 758
New Era Press, Roll-printing Rewinding for the ... 760
Not Knocking Anybody ... 765
Oswego Cutting Machines, Contracts for ... 765
Printing Machinery and Materials, The Greatest Merchants of ... 763
Roberts Silk-stitching Machines (illustrated) ... 764
Standard Paper Tester ... 761
Steel Imposing Frames and Cabinets — New Ideas by Hamilton Manufacturing Company ... 760
Tatum Paper-drill ... 762
Type Styles, A Change in ... 761
Walters Linotype Tabulator (illustrated). 757

Chicago Typothetæ Honors Franklin ... 754
Colorado Cost Congress, First ... 749
Composing-rooms, Ventilation of (illustrated) 700

CONTRIBUTED ARTICLES:
Advertising, A Study Course in (illustrated) ... 692
Artificial Illumination of Print-shops (illustrated) ... 696
Composing-rooms, Ventilation of (illustrated ... 700
Davis Brothers' Printing Salesroom ... 673
Grammar and Proofreading — No. VIII ... 735
How I Made My Start ... 717
Independence on a Hundred Dollars (illustrated) ... 681
Linotype Operator of the Future, The ... 704
Making the Edition ... 685
Shop Efficiency and Wages ... 678
Soliloquies of the Devil (poem) ... 681

CORRESPONDENCE:
Deaf Printer, The ... 722
Newspaper Compositor, The ... 721

COST AND METHOD:
"Beat the Printer," Another Attempt to ... 748
Estimate, How to ... 747
Get the Money ... 747
Too Busy ... 747

Cost Gathering, Great Eastern ... 748
Davis Brothers' Printing Salesroom ... 673
Dazzling Memorial, A ... 742

PAGE

Deaf Printer, The ... 722
Edition, Making the ... 685

EDITORIAL:
Notes ... 689
Postal Rates, Second-class ... 690
Printer and Ad.-writing, The ... 691
Printers of the Present Generation ... 689

Editors and Printers Have Love Feast ... 756
Engraver, Antiquity of the ... 699
Envelope, An Ingenious ... 695
Fly Caused Error in Books ... 704
Folding, Addressing, Mailing and Routing at 10,000 an Hour ... 739
Foreign Graphic Circles, Incidents in ... 722
Gasoline Bulletin ... 752
Getting Onto His Dad ... 732
Government Printers Want More Pay ... 754
Grammar and Proofreading — No. VIII ... 735
Graveyard of Men's Hopes, A ... 729
Had Been There, Too ... 725
Had Large Ideas and Nerve ... 722
How I Made My Start ... 717
Illumination of Print-shops, Artificial (illustrated) ... 696

ILLUSTRATIONS:
"Back in Five Minutes!" ... 688
Fun Among the Artists ... 744, 745
"'Tain't Cold!" ... 742

Incidents in Foreign Graphic Circles ... 722
Independence on a Hundred Dollars (illustrated) ... 681

JOB COMPOSITION:
Stovel, Roland C ... 705
Knew His Boss ... 732
Linotype Operator of the Future, The ... 704
Lynch Brings New Suit ... 754

MACHINE COMPOSITION:
Combination Metal ... 737
Composing-machinery, Recents Patents on. 739
Distributing Teeth of Matrices, Damage to 738
Distributor Lift, Adjustment of ... 737
Keyboard Cams, Oiling ... 738
Plunger, Cleaning ... 737
Rubber Rolls, Changing ... 738
Slugs, Bad Face on ... 737

Machine-composition Rules ... 756
Making the Edition ... 685
Mystery That Worries Editors, A ... 746
Newspaper Compositor, The ... 721

NEWSPAPER WORK:
Ad. Display, Good ... 728
Ad.-setting Contest No. 33 ... 726
Christmas Issues ... 726
Country Newspaper, Ideal Home of a (illustrated) ... 727
Criticisms, Newspaper ... 729
First Page That Is Full of News (illustrated) ... 728
Greenville *Reflector*, Pictorial Edition of the ... 727
Hungarian Paper Twenty Years Old ... 728
Norfolk, Important Consolidation in ... 728
Price, J. V., in a New Location ... 727
Rate-card, Request for an Unusual ... 726
Tasmanian Annual, Excellent ... 727

OBITUARY:
Chandler, Harrison T ... 751
Cothran, Capt. John Franklin ... 751
Filler, Col. John H ... 751
Garfield, James F. D ... 752
Reid, David ... 752
Woodward, Edgar B ... 752

Old-time Printers' Assocation of Chicago ... 754
One-cent Postage, As to ... 704
Operator's Assignment While Waiting for Copy, The ... 717
Pacific Coast Cost Congress ... 750
Paper Comb Is Here, The ... 736
Phonetics, Progress in ... 725

PRESSROOM:
Bronze on Press Motors, Effect of ... 730
Bronze without Discomfort, To ... 731
Cylinder Surface, To Repair a Damaged ... 731
Half-tone Cuts on Flat Paper, Printing ... 730
Ink Used on a Job, Determining How Much ... 731

PAGE

Slurring, The Cause of ... 730
White Inks for Tints ... 730
Working-up of Furniture ... 730

Printer and Ad.-writing, The ... 691
Printers of the Present Generation ... 689
Printing Crafts Association Elects Officers ... 755
Printing Industry, Growth of ... 754
Print-shops, Artificial Illumination of (illustrated) ... 696

PROCESS ENGRAVING:
Bolt Court School, Changes at the ... 743
Copper as a Substitute for Boxwood (illustrated) ... 746
"Penrose's Pictorial Annual, 1911-1912" ... 744
Photographing on Chalk-plates ... 743
Processwork, a Year's Progress in ... 745
Screens for Rotary Photogravure (illustrated) ... 743
Transfers to Zinc for Relief Etching ... 745
Wood Engraving Is Reviving ... 743
Zinc for Offset Press, Preparing ... 744

PROOFROOM:
Proofing or Proving? ... 734
Punctuation, etc. ... 734
Small Words in Heads ... 734

QUESTION BOX:
Children's Story Books, White Cloth for ... 719
Combination Blotter and Postal ... 719
Daily Newspaper Circulation, Handling ... 718
Die-cut Stock ... 720
"Dupes," Measuring ... 720
Gold Stamping on Job Press ... 718
Invention, Protecting an ... 720
Junior Linotype, Average Output of ... 718
Loose-leaf Patent or Scheme ... 718
Mailing-tubes ... 718
Memorandum Books ... 719
"Minerva" Printing-press ... 719
Mirror Printing Company ... 719
Paper for Moving Pictures for Advertising Slides ... 719
Paper, Learning Kinds and Grades of ... 720
Paste for Bottle and Can Labels and Envelopes ... 719
Piece Work — Eight Point on Ten-point Slug ... 718
Plaster of Paris, Hardening Agent for ... 719
Rules Working Up in Forms ... 720
Slip-sheets and Printed Sheets, Separating. 718
Tin Signs ... 718
Typographical Signs ... 719
Wax-engraving Electros ... 718

"Rational Almanac," Agitation for a ... 755
Second-class Postal Rates ... 690
Shop Efficiency and Wages ... 678
Soliloquies of the Devil (poem) ... 681
SPECIMEN REVIEW ... 708
Study Course in Advertising, A (illustrated). 692
THE MAN AND THE FIELD ... 732
"The Message to Garcia," The Other Side of. 736

TRADE NOTES:
"Adulterated" Paper in G. P. O ... 756
Chicago Typothetæ Honors Franklin ... 754
Editors and Printers Have Love Feast ... 756
Eldridge, W. E., Now with Braid & Hutton ... 754
Government Printers Want More Pay ... 754
Lithographic Prints, Classed as ... 753
Lynch Brings New Suit ... 754
Machine-composition Rules ... 756
Miehles to Market a New Press, The ... 754
New Plant, To Install ... 753
Old-time Printers' Association of Chicago. 754
Periodical Publishers to Have Noted Guests 753
Printer Is Good Farmer ... 753
Printers of Eastern Canada to Have Congress ... 753
Printing Crafts Association Elects Officers. 755
Printing Industry, Growth of ... 754
Providence, New Printing Concern at ... 753
"Rational Almanac," Agitation for a ... 755
Roberts Fire Leads to Consolidation, The. 753
Teller-Hurst Engraving Company, of Rochester, New York ... 753
West Wisconsin Ben Franklin Club ... 755

Ventilation of Composing-rooms (illustrated). 700
West Wisconsin Ben Franklin Club ... 755

Headquarters for Photo-Engravers' Supplies

Williams-Lloyd Machinery Co.
626 Federal Street, CHICAGO

Manufacturers of a Complete Line of

Electrotyping, Stereotyping and Photo-Engraving Machinery

We make a specialty of installing complete outfits. Estimates and specifications furnished on request. Send for Catalogue.

EASTERN REPRESENTATIVE
UNITED PRINTING MACHINERY COMPANY
246 Summer Street, BOSTON :: 12 Spruce Street, NEW YORK

"Profit-Producing Printing Papers"

"Trustee Ledger"
Water-marked

Ream lots 7½c per lb.
One-half case lots 7¼c per lb.
Case lots 7c per lb.

Samples mailed upon application

Parker, Thomas & Tucker Paper Co.
514-522 Sherman Street Chicago, Illinois

Read by British and Colonial Printers the World over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of jobwork form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2 per Annum, post free. Specimen Copy sent on receipt of 35 Cents.

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER and LONDON

For Sale—For Cash
OR IN EXCHANGE FOR LARGER EQUIPMENT
the following cylinder presses in good order, now running:

One Hoe, 2-Rev., 4-Rol. Bed 41½ x 55. Paper 38x54

One Potter, 2-Rev., 4-Rol. Bed 42½x60. Paper 40x60

One Hoe, 2-Rev., 4-Rol. Bed 36x51. Paper 34x50

One Hoe, 2-Rev., 4-Rol. Bed 36 x 51. Paper 34x50

One Whitlock, 2-Rev., 4 Rol. Bed 35x52. Paper 31x50

One Whitlock, 2-Rev., 4 Rol. Bed 35x52. Paper 33½x50

ALSO—FOR CASH

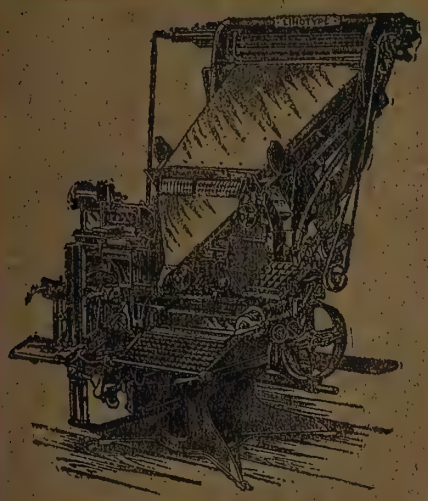
or in exchange for double-magazine machines, THREE TWO-LETTER LINOTYPES in good order, now running.

J. B. LYON CO., ALBANY, N. Y.

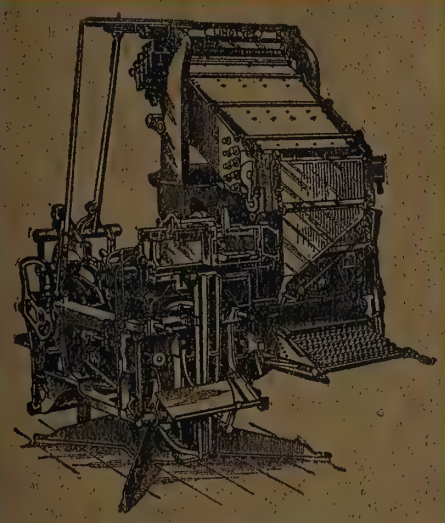
INDEX TO ADVERTISEMENTS.

	PAGE
Acme Staple Co.	663
American Electrotype Co.	663
American Numbering Machine Co.	789
American Printer	790
American Rotary Valve Co.	666
American Steel & Copper Plate Co.	796
American Type Founders Co.	775
Anderson, C. F., & Co.	791
Ault & Wiborg Co.	648
Auto Falcon & Waite Die Press Co.	669
Automatic Press Feeder Co.	780
Autopress Co.	773
Babcock Printing Press Mfg. Co.	643
Barnhart Bros. & Spindler	643
Barton Mfg. Co.	770
Beck, Charles, Co.	782
Beckett Paper Company	Insert
Blatchford, E. W., Co.	796
Boston Printing Press & Machinery Co.	788
Bresnan, Deboise, Co.	795
Brislane-Hoyne Co.	666
Brown Folding Machine Co.	671
Brown, L. L., Paper Co.	660
Burrage, Robert R.	770
Burton's, A. G., Son	793
Butler, J. W., Paper Co.	641
Cabot, Godfrey L.	770
Carborundum Co.	792
Carver, C. R., Co.	662
Challenge Machinery Co.	659
Chambers Bros. Co.	667
Chandler & Price Co.	786-789
Chicago Lino-Tabler Co.	766
Cleveland Folding Machine Co.	665
Coes, Loring, & Co.	656
Colonial Co.	770
Cottrell, C. B., & Sons Co.	672
Cowan Truck Co.	668
Cox Multi-Mailer Co.	644
Crane, Z. & W. M.	670
Crocker-Wheeler Co.	663
Denny, Hilborn & Rosenbach	778
Dewey, F. E. & B. A.	772
Dexter Folder Co.	652-3
Dick, Rev. Robert, Estate	784
Dinse, Page & Co.	772
Dobler & Mudge	658
Durant, W. N., Co.	770
Eagle Printing Ink Co.	784
Eastern Brass & Wood Type Co.	795
Economy Engineering Co.	796
Globe Engraving & Electrotype Co.	658
Gould & Eberhardt	See transfer-press advertisement in January issue.
Hamilton Mfg. Co.	785
Hellmuth, Charles	780
Herrick Press	770
Hexagon Tool Co.	784
Hickok, W. O., Mfg. Co.	772
Hoole Machine & Engraving Works	658
Huber, J. M.	776
Ideal Coated Paper Co.	789
Imprint Matrix Co.	664
Inland Printer Technical School	670
International Correspondence Schools	787
I. T. U. Commission	655
Jaenecke Printing Ink Co.	650
Jones, Samuel, & Co.	664
Johnson Automatic Roller Rack Co.	661
Juengst, Geo., & Sons	668
Kast & Ehinger	780
Keystone Type Foundry	Insert
Kidder Press Co.	661
Kimble Electric Co.	790
King, Albert B., & Co.	770
Knowlton Bros.	642
Lanston Monotype Machine Co.	647
Latham Machinery Co.	657
Lyon, J. B., Co.	800
Mechanical Appliance Co.	771
Megill, E. L.	767
Meisel Press & Mfg. Co.	666
Mergenthaler Linotype Co.	Cover
Miehle Printing Press & Mfg. Co.	Cover
Miller Incline Truck Co.	782
Miller Saw-Trimmer Co.	791
Mittag & Volger	796
Modern Machine Co.	788
Morrison, J. L., Co.	776
National Machine Co.	784
National Steel & Copper Plate Co.	796
Neenah Paper Co.	783
Oswego Machine Works	646
Paper Dealer	770
Parker, Thomas & Tucker Paper Co.	800
Parsons Trading Co.	665
Peerless Electric Co.	787
Perkins, B. F., & Son	786
Queen City Printing Ink Co.	648
Redington, F. B., Co.	769
Regina Co.	669
Richmond Electric Co.	788
Rising, B. D., Paper Co.	662
Robbins & Myers Co.	772
Roberts, H. L., & Co.	777
Roberts Numbering Machine Co.	786
Rosendal, Geo. T., & Co.	770
Rouse, H. B., & Co.	776
Sabin Robbins Paper Co.	788
Scott, Walter, & Co.	645
Seybold Machine Co.	654
Shepard, Henry O., Co.	774-770
Sheridan, T. W. & C. B., Co.	657
Shniedewend, Paul, & Co.	665
Sprague Electric Works	649
Stationers' Engraving Co.	771
Sullivan Machinery Co.	796
Swink Printing Press Co.	664
Tarcolin	796
Tatum, Sam'l C., Co.	794
Thompson Type Machine Co.	798
Triumph Electric Co.	792
Typo Mercantile Agency	787
Ullman, Sigmund, Co.	Cover
Union Card & Paper Co.	778
Universal Type-Making Machine Co.	780
Van Allens & Boughton	781
Wanner, A. F., & Co.	791-659
Want Advertisements	766
Warren, S. D., & Co.	771
Watzelhan & Speyer	789
West Virginia Pulp & Paper Co.	672
Westinghouse Electric & Mfg. Co.	794
Western States Envelope Co.	790
White, James, Paper Co.	667
Whitlock Printing Press & Mfg. Co.	779
Wiggins, John B., Co.	794
Williams-Lloyd Machinery Co.	800
Wing, Chauncey	667
Wire Loop Mfg. Co.	770
Zeese-Wilkinson Co.	795

Watch the Profits Grow



Quick-Change Model 8
Three-Magazine Linotype



Quick-Change Model 9
Four-Magazine Linotype

Install Properly Equipped

MULTIPLE MAGAZINE LINOTYPES

in your composing-room and see the product increase, the cost of composition go down, and the percentage of profit go up. These results are inevitable if you use

The Linotype Way

We are selling agents for

The Thompson Typecaster

The only machine that will cast individual type from Linotype, Compositype, or its own matrices interchangeably in the same mold.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 638-646 Sacramento St. NEW ORLEANS: 549 Baronne St.

TORONTO — Canadian Linotype, Ltd., 35 Lombard Street

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik G.m.b.H., Berlin, Germany

BUENOS AIRES — Hoffmann & Stocker
RIO JANEIRO — Emile Lambert
PORTO ALEGRE (Brazil) — Edwards, Cooper & Co.
HAVANA — Francisco Arredondo
SANTIAGO (Chile) — Enrique Davis
BOGOTA (Colombia) : Dr. Manuel M. Escobar

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. — Parsons Trading Co.
TOKIO — Teijiro Kurosawa

FACTS PROVE

and

FIGURES TALK

859

Printing-presses with **The Miehle** Trade-mark Installed

1911

In the Plants of 592 Customers

Who Previously Purchased 1,760 Two-revolution Presses

from

Miehle Printing Press & Manufacturing Co.

Speak More Eloquently Than Anything That Could be Said or Written About Their Quality and Superiority

FACTORY AND GENERAL OFFICES:

14th AND ROBEY STREETS, CHICAGO

Eight and one-half acres of floor space devoted exclusively to the manufacture of two-revolution presses

SALES OFFICES IN THE UNITED STATES:

326 S. Dearborn St., Chicago
38 Park Row, New York City
164 Federal Street, Boston, Mass.
411 Jnanita Building, Dallas, Texas
506 ManchesterBuilding, Portland,Ore.
401 Williams Building, San Francisco, Cal.
Dodson Printers Supply Co., Atlanta, Georgia
Commonwealth Trust Building, Philadelphia, Pa.

FOREIGN DISTRIBUTORS:

Toronto Type Foundry Co., Ltd., Toronto, Canada
S. A. des Presses Typogr. Miehle, 7 Rue Lafitte, Paris, France.
Miehle Druck Pressen, G. m. b. H., 94 Markgrafenst., Berlin, Ger.
Herm. Stoltz & Company, Avenida Central, Rio de Janeiro, Brasil.
Parsons Trading Company, Buenos Aires, Mexico City and Havana.
Williamson, Balfour & Co., Santiago and Valparaiso, Chile.

Our Two-color Press has become a great factor in modern pressroom economy

Write us for information

THE INLAND PRINTER

MARCH - 1912

VOL. 48 - NO. 6 - PRICE - 30c

Smithsonian Institution
MAR 11 1912
National Museum

COST! COST! COST!

Profits are made
Not by figuring costs,
But by cutting them down.
Real economy means efficiency.
Good ink costs less than
Lost time and imperfect work.
The right ink at the right price
Is always infinitely cheaper
Than any other ink at any price.
Thus, Ullman's Inks lead
Where others can not follow.



Sigmund Ullman Co.

Cleveland **Philadelphia**
Cincinnati **Chicago**
New York

Small Jobs well done lead to Larger Orders.

It pays to give careful attention to small orders, because a customer who has been well pleased on his small work will be most likely to favor you when his larger and more profitable orders come up.

It is true that the profit on orders for printing business cards is small, yet it is a fact that many orders of this kind have paved the way for larger orders. Therefore, it behooves the printer to exert every effort to give satisfaction on the small orders as well as the large.

"Butler Brands" of die-cut cards may be depended upon to enhance the quality of your business-card printing. We take particular pains to make our cut cards as accurate, clean-cut and true to size as cards can be made—they are right in quality and price. They are attractively put up in substantial, sightly boxes; the cards being banded in hundreds, five hundred to a box. We carry in stock the following qualities in regular sizes:

"BUTLER BRANDS" OF DIE-CUT CARDS

SQUARE CORNER		ROUND CORNER	
Specimen Chart	Commercial Pasted	Marvel	Velvet Finish
St. Charles	Wedding	United States	Steel Engravers
Peerless	Vellum Plate Pasted	Monroe	Satin-Coat Embossing
Engravers Art Pasted		Tinted Enamel	

We have prepared a portfolio of cut card samples. It is convenient in size and shape for the printer to carry in his pocket when calling on customers. Shall we send you one?

Cut 

Cards

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Company . . Milwaukee, Wisconsin	American Type Founders Company . Spokane, Washington
Interstate Paper Company . . Kansas City, Missouri	American Type Founders Company . . Vancouver, British Columbia
Southwestern Paper Company . . Dallas, Texas	
Southwestern Paper Company . . Houston, Texas	National Paper & Type Company . New York City (Export only)
Pacific Coast Paper Company . San Francisco, California	
Sierra Paper Company . . Los Angeles, California	National Paper & Type Company . City of Mexico, Mexico
Oakland Paper Company . . Oakland, California	National Paper & Type Company . City of Monterey, Mexico
Central Michigan Paper Company, Grand Rapids, Michigan	
Mutual Paper Company . . . Seattle, Washington	National Paper & Type Company . Havana, Cuba

J. W. Butler Paper Co.
Chicago.

ESTABLISHED 1844



What Kamargo Mills Service Means to You

For over 100 years three generations of the same family have made a scientific study of the manufacture of cover papers—devoting their every energy to increasing the sterling value of Kamargo Covers.

In their manufacture we believe more care and skill has been exercised than has been applied to the making of any other cover paper. Particular printers and exacting users of catalogs have appreciated these facts for many years. They know that

Kamargo Mills

FOUNDED 1808

Catalog Covers

are unequaled in strength—unsurpassed in beauty—and, because of their efficiency, are the most economical covers for every form of Catalog, Booklet, Brochure, or Folder.

Let Us Increase Your Profits

But we are not satisfied with merely manufacturing covers that enable you to do better work and give your customers the greatest value for their money. Going a step further, we employ a staff of experts whose suggestions will help you to secure the greatest effectiveness as well as the maximum of durability from Kamargo Covers. Naturally, this helps you to get better prices, because you can turn out better work. Why not avail yourself of this free service?



Knowlton Bros., Inc.

Cover Dept. B

Watertown New York

And What It Means to Your Customers



By accepting this offer you can produce catalogs that will stand out from those of your competitors — satisfy your customers better — and make more money for you.

Simply by asking for it, you will receive an interesting, practical book, prepared by our Service Department — the Kamargo Mills Samples de Luxe — containing 31 cover suggestions that will be helpful to every printer.

This sample-book shows the wide variety of wonderfully rich tones, shades and grades of Kamargo Mills Covers, and demonstrates the unique, dignified and forceful printing treatments possible only when you use

Kamargo Mills

FOUNDED 1808

Catalog Covers

On your desk this sample-book is of invaluable assistance when you are estimating on any sort of business literature. You may select from it exactly the color, weight and style of cover that will fit your customer's requirements. You may find among the suggestions of design and shades of ink just what you need to enable you to land an order.

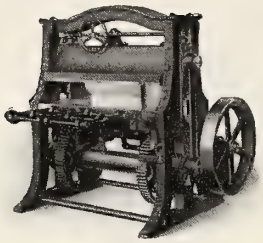
Will You Accept This Offer?

You have simply to write us on your letter-head, and we will send you this sample-book promptly. It will enable you to inform your customers fully about Kamargo Covers, when, in response to our advertised suggestions, they inquire of you about them. You will be interested in the Kamargo Mills Samples de Luxe and it is worth your while to give your customers the benefit of Kamargo service by writing us *now*.

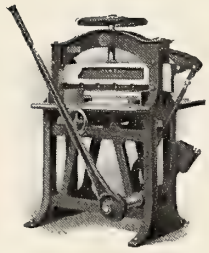


Knowlton Bros., Inc.
Cover Department B
Watertown New York

If the Printer Didn't Care



"OSWEGO"



"OSWEGO"



If the modern printer didn't care to promote the efficiency of his plant — if the working day was a year and the year to waste —

— and if he didn't care whether his work was clean-cut or ragged-edged — he would go on using the antiquated cutter of by-gone days.

But he does care — for time-saving — for labor-saving — for power-saving — for efficiency — ***and for the perfection of production.***

And it is for this modern demand that we built OSWEGO Cutters.

The new OSWEGO Auto Rapid Production Cutters, with the Double Shear Movement, pay for themselves by the power they save.

They also ***cut the cost.***

All Oswego Machines — from the little bench cutter to the giant auto — have more new and important improvements than any cutting machines yet produced.

And if you'll write and ask us about these improvements NOW, we'll be glad to answer by return mail. Write for the Oswego portfolio.

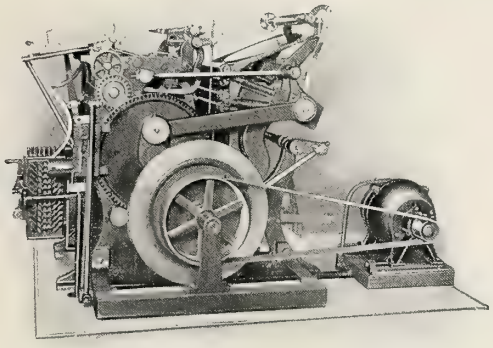
Niel Gray, Jr.

Oswego Machine Works

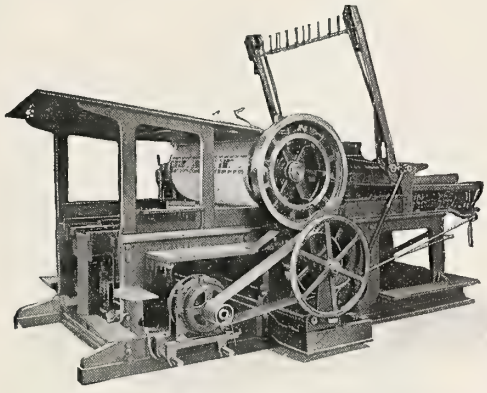
Oswego, New York

SPRAGUE ELECTRIC MOTOR EQUIPMENTS

BY FAR THE BEST FOR PRINTING-PRESSES AND ALLIED MACHINES



Round Type Direct Current Motor Belted to Wood & Nathan's High-Speed Automatic Job Press.



Type S, Form H, Alternating Current Motor Belted to Miehle Press.

We were pioneers in the application of electric motors to printing machinery and we have made it one of our specialties.

We are familiar with every phase of the printing trade. We know just what motor should be used on each machine and just how it should be applied.

We have developed a motor, the best that can be made, and particularly adapted to printing machinery.

We have studied the control problem with great care and can furnish, in every application, the controlling device which enables the user to get the greatest efficiency from his machine.

The Sprague reputation is behind every motor and controller.

That explains why printers the country over use and recommend our apparatus.

Ask for Illustrated Bulletin No. 2374.

TWO-WIRE AND THREE-WIRE GENERATORS

SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street **New York City**

Branch Offices:

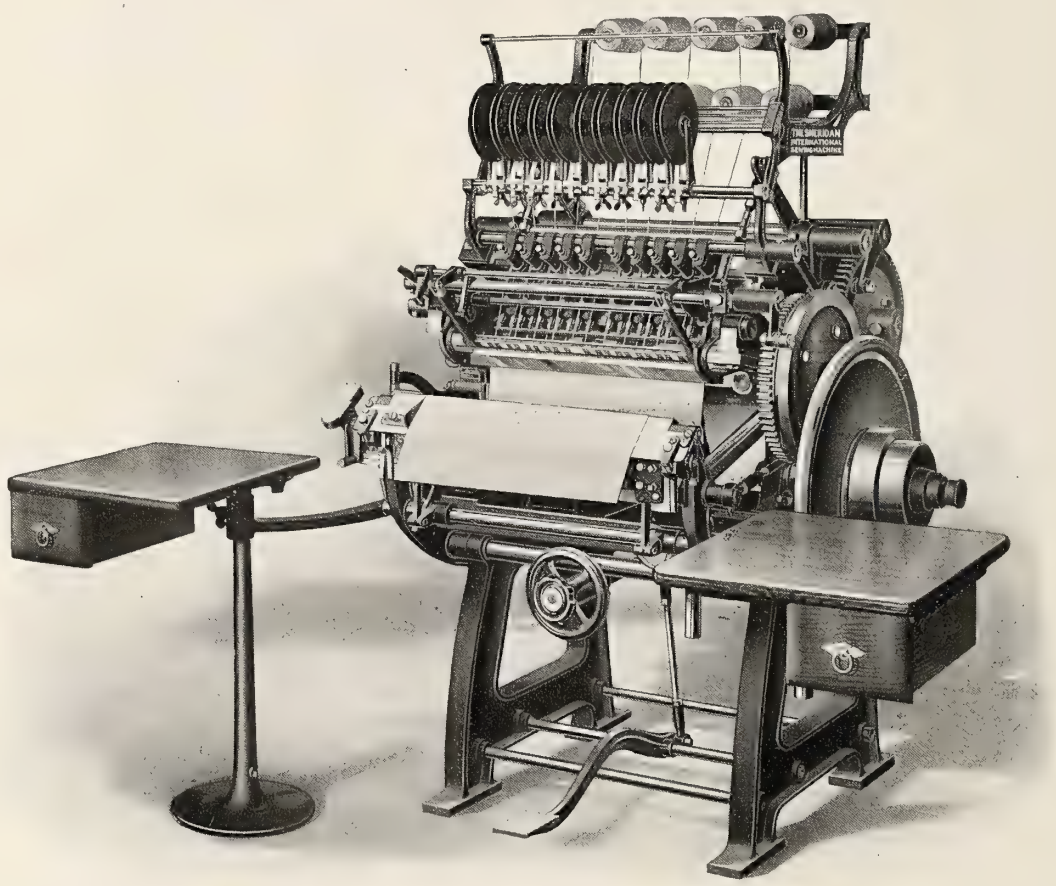
CHICAGO PHILADELPHIA BOSTON BALTIMORE PITTSBURGH ATLANTA
SAN FRANCISCO ST. LOUIS MILWAUKEE SEATTLE

THE LATEST AND BEST

SHERIDAN INTERNATIONAL

SEWING MACHINES

MADE IN THREE DIFFERENT STYLES AND FOUR SIZES
COVERING THE FULL RANGE IN SIZE AND EVERY CLASS
OF BOTH EDITION AND BLANK BOOK WORK



No. 4, Size 18 inches

THE MACHINES ARE SPLENDIDLY CONSTRUCTED. THEY CAN DO BETTER AND TIGHTER SEWING. THEIR CAPACITY IS GREATER THAN ANY OTHER MACHINE ON THE MARKET TO-DAY

Let Us Send You Our Booklet on Sewing Machines

T. W. & C. B. SHERIDAN CO.

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK **17 S. Franklin Street, CHICAGO**
65-69 Mount Pleasant, LONDON, E. C., ENGLAND

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE, DALLAS, WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The No. 35 Pony Optimus

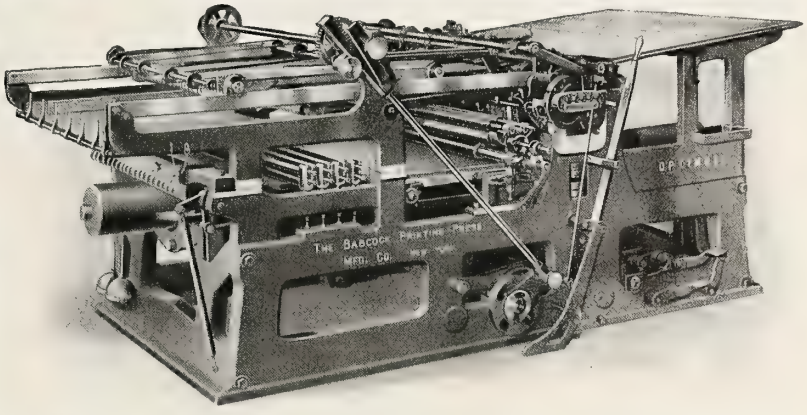
The No. 35 Pony Optimus

In offering the No. 35 Pony Optimus we introduce a needed size to the Babcock line. To pony presses that never before had an equal we add another with noteworthy improvements. The No. 35 Optimus is a marked advance in small two-revolutions.

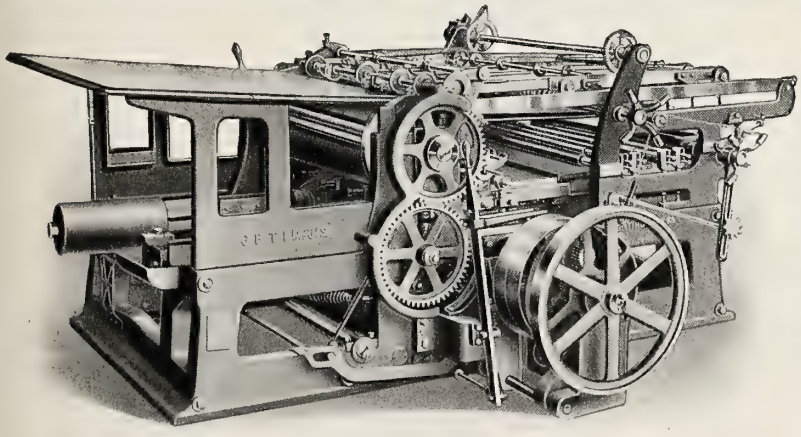
The bed is 27x35. A 22x32 sheet is printed with half-inch margins; or one 23x33 or 22x34 is printed with safe clearance between bearers and plenty of space the other way. Press runs smoothly and easily at 3000 an hour rate.

To give easier and smoother action and advance speed, the star gear and shaft of the No. 35 are counterbalanced as in the large Optimus presses. For a dozen years or more this patented ball and socket bed motion has been in use. In that time we have not known an Optimus to be out of register between bed and cylinder. This is a serious point in register, and if structurally assured the user is at ease concerning a vital quality of his press. Nor in a like time has this motion shown appreciable wear. It is correct mechanically, the only perfect, lasting and fully satisfactory device for driving a printing press bed. Its stability is in marked contrast with the frequent and radical changes in other driving motions.

There are two three-inch form rollers. Four diagonal rollers work on the table. Each table roller has a steel top rider to increase distribution. By means of the patented eccentric sockets either form roller can be thrown out of action, or out of contact with form and vibrator, without removing it, and independently of the other. The vibrator has patented ball and socket journal bearings, and one man readily places and removes it. Two composition rider rollers can be used on vibrator when the work demands extra distribution or an unusual quantity of color. Altogether the inking capacity of the No. 35 Optimus is equal to the most exacting demands of high-class pony work, and this may include heavy three-color periodical covers and the like.



The air springs are easily adjusted for varying speeds without use of tool, and will remain where placed. The patented gripper mechanism registers perfectly and works quietly. The patented eccentric cylinder lift materially aids impressional strength, and gives an easy and positive lift to cylinder, which may be tripped safely at any time. Great rigidity gives to Optimus presses the easiest and quickest make-ready.

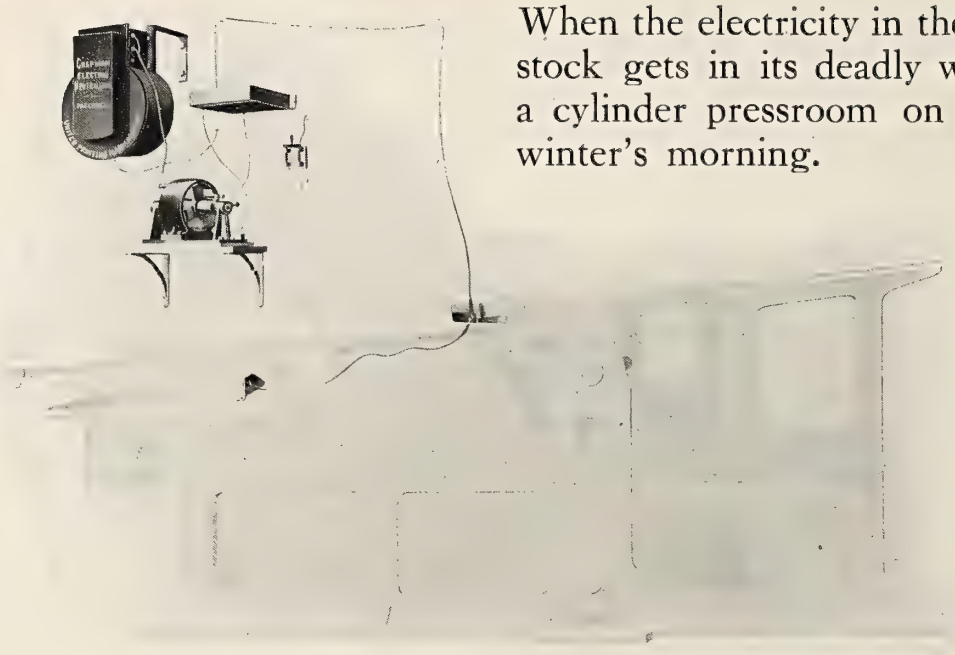


The Optimus printed side up front delivery is the one best fitted for small work and short runs. There are no adjustments for different sizes or qualities of stock. It is always ready. The printed surface is not touched. The sheet has the long exposure of three impressions, and is automatically jogged in exact register with the pile. If disconnected the press can be run either way without moving the delivery. The patented tape tightener allows for atmospheric changes, maintains even tension, and prevents breakage. The new fingers prevent the sheet from catching as it leaves cylinder, and makes delivery of the narrowest gripper hold easy and sure. Other improvements give entire control of the sheet, and furnish the No. 35 with the finest delivery on a small press.

Fuller information to those interested. If one needs an easily and quickly handled press for small work there is nothing as good as the No. 35 Pony Optimus.

SET IN AUTHORS ROMAN

TIME LOST! Dispositions Soured! Paper Wasted!



When the electricity in the paper stock gets in its deadly work in a cylinder pressroom on a cold winter's morning.

That pressroom, of course, is always the one where presses are **not** equipped with CHAPMAN'S ELECTRIC NEUTRALIZER.

We also sell
U. P. M.
Automatic Continuous Pile Feeders

See one and you'll buy one.
Use one and you'll buy another.

It's THE Feeder.

You can not afford to let electricity play havoc longer with your time and stock.

Ask for our estimate and ask the users of 4,000 Neutralized Presses.

We also sell
U. P. M.
Automatic Vacuum Bronzing Machines

Puts the Bronze dust on the product ONLY.
Not on the operator nor about the room.

U. P. M.—THE TRADE-MARK OF QUALITY

SOLE SELLING AGENTS

UNITED PRINTING MACHINERY CO.

Jamaica Plain, Boston, Mass. 12-14 Spruce Street, New York

Western Agent

WILLIAMS-LLOYD MACHINERY CO.

638 Federal Street, Chicago

MERRY XMAS



CH COTTAGE NUGGET


CH. NEPPON DENJI BOY


CH. NOWATA MINCHI



GOTHAM LORD BERESFORD


CH. KHARTOUM


MACKWORTH BERTIE


CH. ROCKLIFFE HATS OFF



CH. BANNER PRINCE CHARMING

DOGS IN AMERICA

CHRISTMAS NUMBER PART II

1911



CH TINTERN ROYALIST

The
POSTERS
Having run these for the past
and considering them now obsolete,
sheets of
with Our



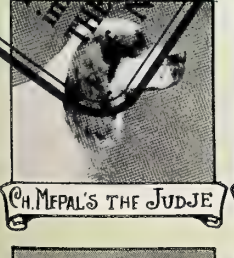
WELLAROSE MAGNUS REX

CH. HANDSOME BOY JR.


KILLEARN KILTIE


CH WALESCOTE INVADER


CH. BLARNEY REDEEMER



CH. MEPAL'S THE JUDJE


CH. WINDHOLMES FAULTLESS


EMPRESS EUGENIE GUGUSSE


CH. THE MILLER


CH. BROOKSIDE RECRUIT


CH IMNA SUPERIOR



KING OF TABLE WATERS

H·D· INK DUAL TONE INKS READY TO MIX GOLD INKS INKEEZE SHINE H·D· INK

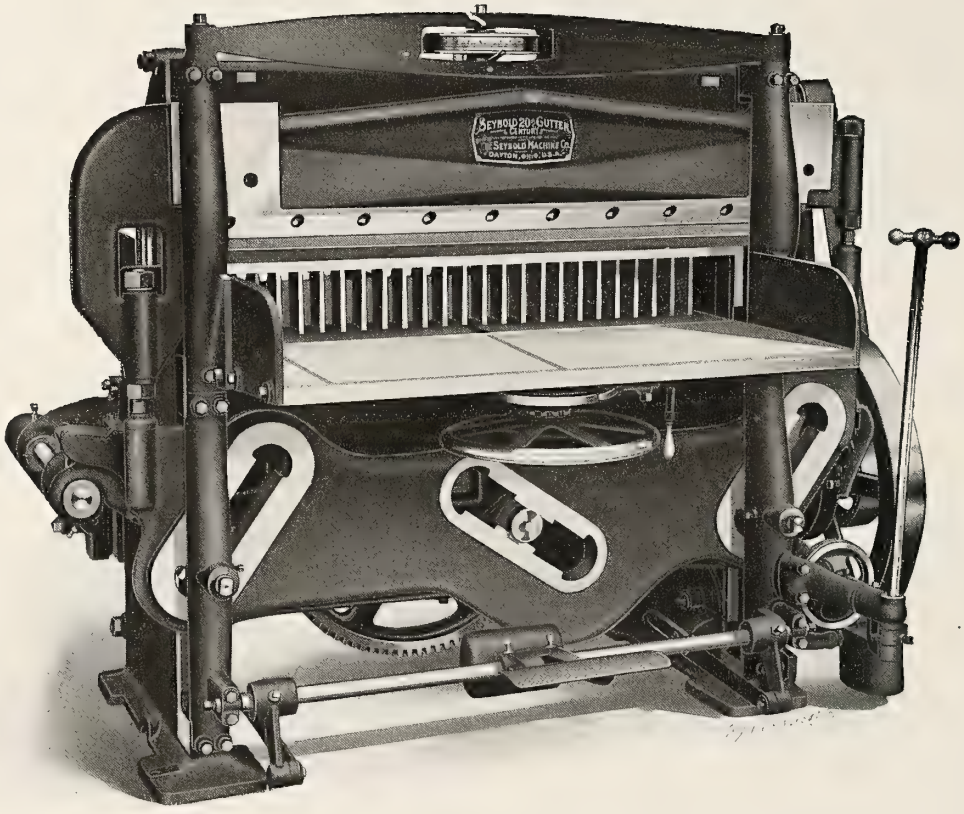
OVERPRINT VARNISH

LIQUID TINT BASE



GLOSS BLACK SPEEDLIMIT BLACK INK COVER INKS

The Seybold 20th Century Automatic Cutting Machine



SEYBOLD PATENTS
Illustration 38-inch, 44-inch and 50-inch Sizes.

The Seybold 20th Century is the *one* cutting machine that produces *smooth and even* cutting.

WHY?

Because the shear and down cutting strains are *concentrated* and *come directly beneath the table,* the *strongest* portion of the machine, consequently *freeing the knife bar entirely from vibration.*

On all other cutters the knife bar is guided *above the table.*

LET US SEND FULL PARTICULARS

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 426 South Dearborn Street.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

If a Piece of Cheese Looked like a Diamond

—jewelers would have to go out of business.

If cheap machine composition looked like good hand work or like MONOTYPE work, we wouldn't be building a new MONOTYPE factory.

A printer's profits depend more on what he *gets* for his work than on what it *costs* him.

Cheap work that *looks* cheap and *sells* cheap never hoisted a printer into the automobile-owning class.

The MONOTYPE is a profit-maker *partly* because its production-cost is low, but *chiefly* because its work deserves and commands a high price. It's an "uplifter."

Machine-work *cost*—hand-work *results*.

Ninety per cent. of *all* the high-grade catalogs and booklets produced in this country are set on the MONOTYPE. Why?

(1) Superior economy per 1000 ems.
(2) Quality of product equal to best hand-set work with new type.
(3) Corrections made by hand—gaining both accuracy and economy.
(4) New type for every job, and
(5) No distribution cost—cheaper to melt and recast.

The MONOTYPE is BOTH a composing machine (5 to 18 point) *and* a type-casting machine (5 to 36 point). It can be kept busy on profitable work *more* hours a day than any other machine, and is today the biggest power in the composing room for better work and more profits.

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia

325


ENGRAVING DEPARTMENT
OF THE
HENRY·O·SHEPARD·Co·
SUCCESSORS TO THE INLAND-WALTON ENG. CO.
632 SHERMAN ST.
CHICAGO, ILL.
THE HENRY O · SHEPARD COMPANY · CHICAGO ·
THE INLAND PRESS

Read Dulfer's Letter

What he says is echoed and re-echoed in every printing plant where Autopresses have been put to practical tests on every kind and class of work—including the finest color printing.

Alex. Dulfer Printing Co.
1323 MISSION STREET
Near Ninth San Francisco

Dec. 5th, 1911.

The Autopress Company,
769 Phelan Bldg.,
San Francisco, Cal.

Gentlemen:-

It is nearly one year since we installed our Autopress, and we wish to say, that it has fulfilled every claim you made for it on our own floor.

We have tried it out on runs of 500 and over and find it very profitable. It has also proven a great advantage on rush work.

We are very well satisfied with our Autopress and believe any printer who has enough work, will find your machine a judicious investment.

Yours very truly,

ALEX. DULFER PRINTING CO.
By Alex Dulfer

Mr. Dulfer is a practical man. He has had his Autopress long enough to know its capabilities.

He, in common with the hundreds of other purchasers, has found that the Autopress is

The one press that combines the capabilities of all others.

It is the one press that does all kinds of job work—does it well—and does it AUTOMATICALLY, saving time and wages, cutting costs and actually revolutionizing the job printing business.

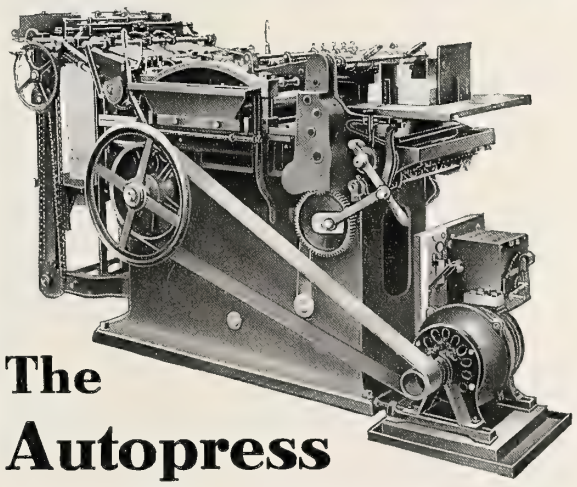
The Autopress Feeds Itself

and prints, counts, delivers, stacks and jogs the paper—all automatically at

5000 Per Hour from Type or Flat Plates

Write today for full information about this wonderful machine that is revolutionizing job work and increasing job work profits everywhere.

Sold on Easy Terms



The Autopress

THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.

THE FOLLOWING PREAMBLE *and* RESOLUTIONS WERE PASSED *by the* BOARD *of* TRADE DEPARTMENT OF THE BOSTON TYPOTHETAE BOARD OF TRADE AT A MEETING HELD DECEMBER 7, 1911:

WHEREAS: the machine hour costs collected by the various printing trades associations are no more an indication of the relative efficiency or profitableness of different types of printing machinery than they are evidence of the ability of the proprietors of the different offices from which these figures were obtained, and

WHEREAS: it is impossible to draw any conclusions from these hour costs without complete information as to the conditions under which the machines are operated, the kind of work on which they are used, and the number of productive hours, it is hereby

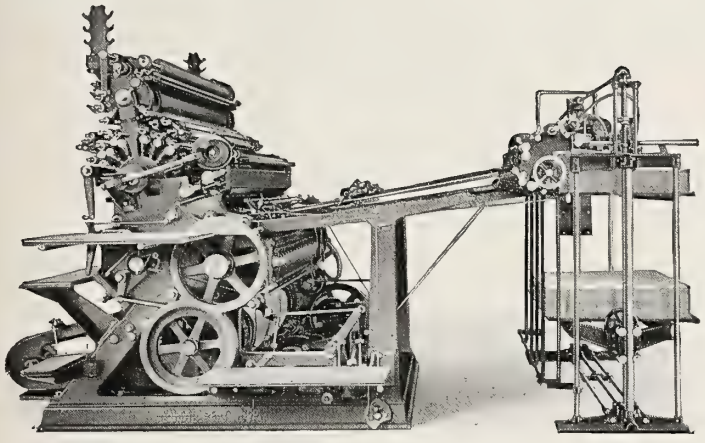
RESOLVED: that we place ourselves squarely on record as being opposed to manufacturers of machinery using these figures to substantiate claims for low production costs, which not only defeat the very object for which these figures were obtained, but also mislead purchasers of machinery; and be it further

RESOLVED: that advertising machinery on the basis of "decrease your costs, make lower prices to get business, etc." is detrimental to the printing industry and should be discontinued by all parties selling machinery.

THESE RESOLUTIONS WERE LATER ADOPTED BY

BEN FRANKLIN CLUB OF CHICAGO.
NEW ENGLAND COST CONGRESS.
BEN FRANKLIN CLUB OF CLEVELAND.
GRAPHIC ARTS CLUB OF PORTLAND, ME.
MIDDLE ATLANTIC STATES COST CONGRESS.

Positive Evidence of Superiority of the SCOTT Six-Roller Offset Presses



¶These Machines have been adopted by the following concerns, after a thorough investigation, and in many cases even after other makes of Offset Presses were tried out and found wanting:

Heubner-Bleistein Patents Company	Buffalo, N. Y.	8 Machines
Curt Teich & Co., Inc.	Chicago, Ill.	3 "
Previously purchased 3 SCOTT 4-Roller Offsets		
American Lithograph Co.	New York City	3 "
Previously purchased 3 SCOTT 4-Roller Offsets		
A. Hoen & Co.	Richmond, Va.	2 "
Gies & Co.	Buffalo, N. Y.	1 "
Previously purchased 1 SCOTT 4-Roller Offset		
Stone, Ltd.	Toronto, Ont.	1 "
Forbes Lithograph Mfg. Co.	Boston, Mass.	1 "
Niagara Lithograph Co.	Buffalo, N. Y.	1 "
Edwards & Deutsch Co.	Chicago, Ill.	1 "
E. C. Kropp Co.	Milwaukee, Wis.	1 "

Among other satisfied users of SCOTT Four-Roller Offset Presses are:

Ketterlinus Litho Mfg. Co.,	Philadelphia, Pa.	Pioneer Litho. Co.,	San Francisco, Cal.
Brooks Bank Note Co.,	Springfield, Mass.	Bennett-Stubbs Litho. Co.,	Detroit, Mich.
Artcraft Litho. Co.,	Detroit, Mich.	Gubelman Publishing Co.,	Newark, N. J.
Regensteiner Colortype Co.	Chicago, Ill.	Higgins & Gollmar,	New York City
Herman & Brokaw,	New York City	Malvin Richter,	New York City
Northwestern Litho. Co.	Milwaukee, Wis.	John F. Scherber,	Boston, Mass.

And many others

The SCOTT Is Best — Forget the Rest

STANDARD SIZES: 28 x 38 — 34 x 46 — 34 x 52 — 34 x 58 — 38 x 52 — 38 x 58

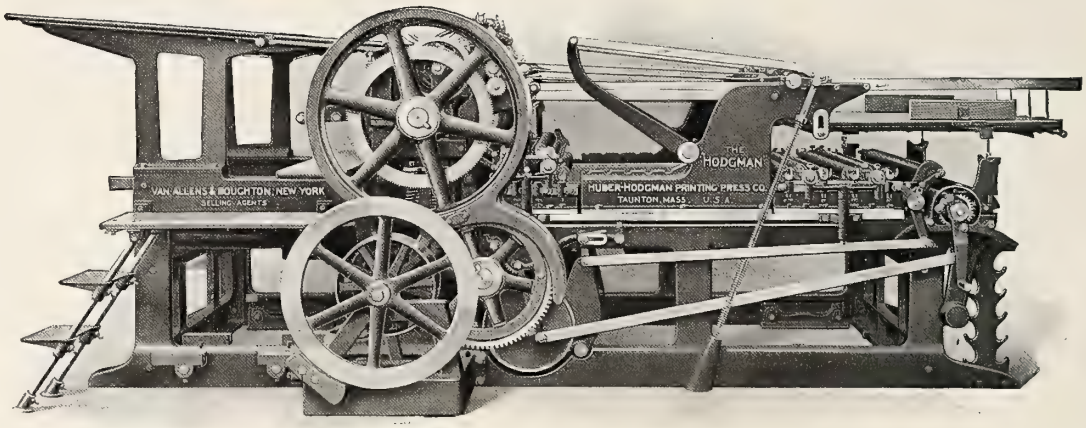
WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey, U. S. A.

NEW YORK, 41 Park Row **CHICAGO, Monadnock Block**

THE HUBER-HODGMAN PRINTING PRESS



THE HODGMAN PRESS

HAVE you seen the new Hodgman Press? If so, it will not be necessary for us to tell you about it. As a good printer, where we are installing the fifth one, said, he could not understand how any one could see it and consider anything else. This press has five tracks. The cross-stays are solid and you can't raise the cylinder off the bearers with a crowbar. The combination delivery can be changed from one to the other in one minute's time. The ink fountain is never covered with the plate — and the inking device is the simplest and most efficient ever used on any press. This press has no shoes or heavy rack-hangers — requires little power to drive and gives a speed equal to the capacity of the feeder. Every user of this press is an endorser — ask any one who uses it. Let us talk to you about it and give you the names of some of the users. If you want the most efficient printing press, see the Hodgman.

VAN ALLENS & BOUGHTON

17 to 23 Rose St. and 135 William St., New York.

FACTORY — TAUNTON, MASS.

AGENT, ENGLAND,
P. LAWRENCE PRINTING MACHINERY CO., Ltd.
57 Shoe Lane, London, E. C.

WESTERN OFFICE, 343 S. Dearborn Street,
H. W. THORNTON, *Manager*,
Telephone, Harrison 801. CHICAGO

Hamilton Steel Goods

WE are now ready for the printer with a comprehensive line of Steel Cabinets for Composing Room, Press Room and Bindery.

It has taken an immense investment in buildings, machinery and tools to reach this point. More than this, it has taken months of careful study, designing, testing and experimenting by our experts.

Thirty years of furniture building for printers have taught us the requirements, and this experience is your guarantee of practical, substantial construction when you install Hamilton Steel Goods.

On the following pages are a few examples of the furniture now ready. Note the substantial, artistic construction of this everlasting fire-proof product of our plant. We are proud of it, and the printer will be proud to have it.

Our New Catalog printed in natural colors tells more about it. You need a copy. We will send it promptly on request.



50-case Steel Cabinet No. 503 with projecting fronts. Cases are wood with Steel Front Protectors. Any style top can be used with this Cabinet.

The Hamilton Manufacturing Co.

Hamilton Steel Goods



ILLUSTRATION of Tracy Steel Cabinet No. 550 showing case side. Heavy tubular construction. Capacity: 48 cases with Steel Front Protectors.



ILLUSTRATION of Rogers Steel Cabinet No. 553 showing case side. Capacity: 48 cases with Steel Front Protectors. Heavy tubular construction throughout. Supplied with electric lights as shown on order only.

The Hamilton Manufacturing Co.

Hamilton Steel Goods



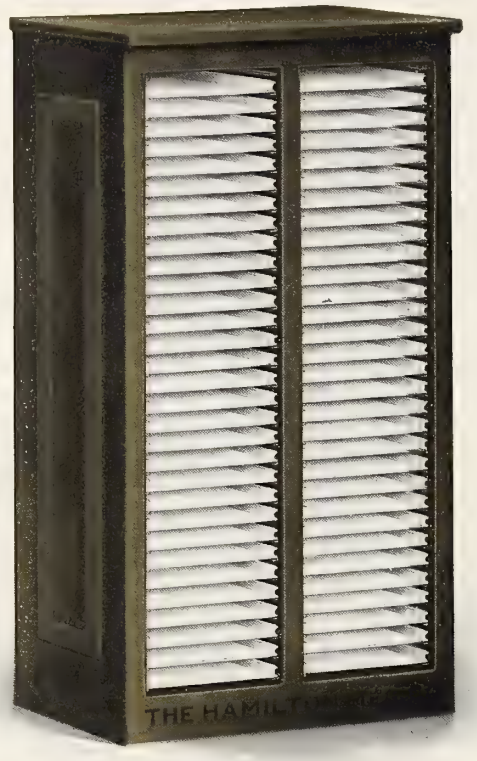
ILLUSTRATION of All Steel Linotype Correcting Table No. 802, with new style all steel indestructible dumping truck No. 850.



ILLUSTRATION of Concentrated Steel Imposing Table No. 725, with Cast Iron Top. The opposite side of this frame has 45 letter-boards in three tiers of fifteen each.

The Hamilton Manufacturing Co.

Hamilton Steel Goods



STEEL Page Galley Cabinet No. 660. Capacity 62 galleys 8½ inches x 11¾ inches outside. Other sizes furnished on order.



STEEL Letterboard Cabinet No. 575. Tubular construction. One-piece steel boards—22 in a height of 43 inches. The top of this cabinet is the proper working height for a compositor and may be fitted with any working top desired.



EXAMPLE of our pipe construction. The illustration shows Make-up Truck No. 811 with Cast Iron Top. We are prepared to furnish any style of Cabinet desired in this construction.

Main Office and Factories
TWO RIVERS
Wisconsin

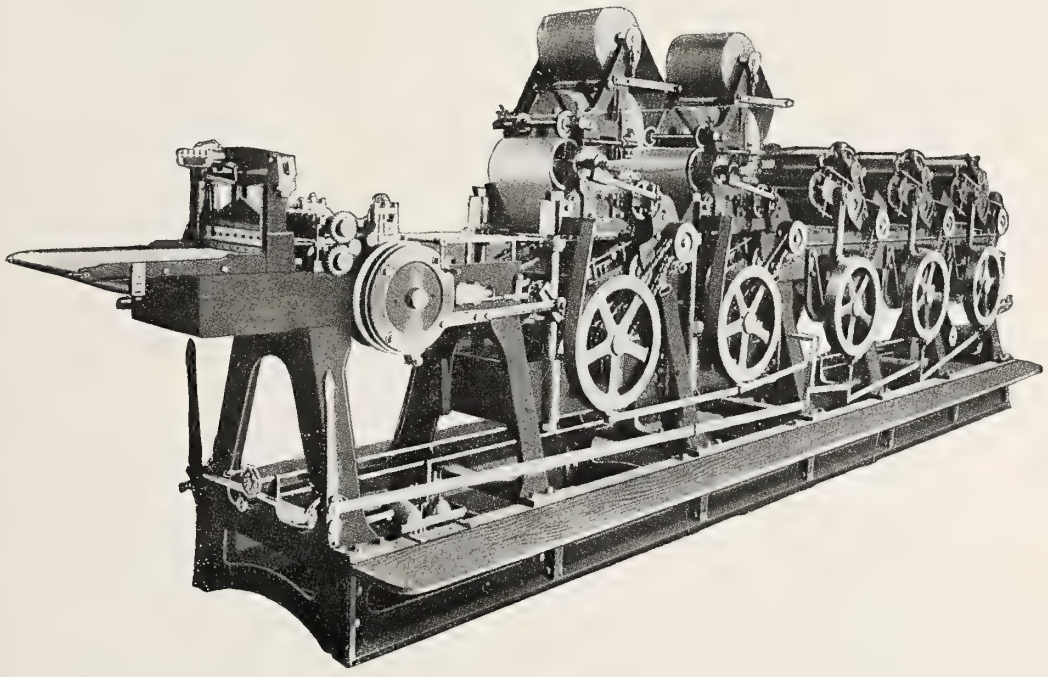
The Hamilton Mfg. Co.

All Prominent Dealers Sell Hamilton Goods

Eastern Office and Warehouse
RAHWAY
New Jersey

How Can I Meet Competition and Make a Profit?

This question confronts the printer who, by equipping his plant with special machinery, can do all sorts of *special work*, and meet "neighbor-printers'" prices.



The printer can not hope to solicit business, produce it on the ordinary press and meet competition in *time, price* or *profit.* It takes a press built to produce Specialty Printing, and the NEW ERA press answers all these demands.

Note a few of the producing features of the NEW ERA—and mind you the investment in a NEW ERA means that you are adding to your plant a press that can be used *every working day.*

These presses are ideal for labels, tickets of all kinds, loose-leaf forms, index cards, or any form requiring a number of colors; also punching, cutting and slitting to any size or shape, or rewinding when desired. Prints from flat plates, with the speed of a rotary. Suitable for long or short runs.

THE REGINA CO.

HENRY DROUET, *Sales Agent*

47 West 34th Street 217 Marbridge Building New York City



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

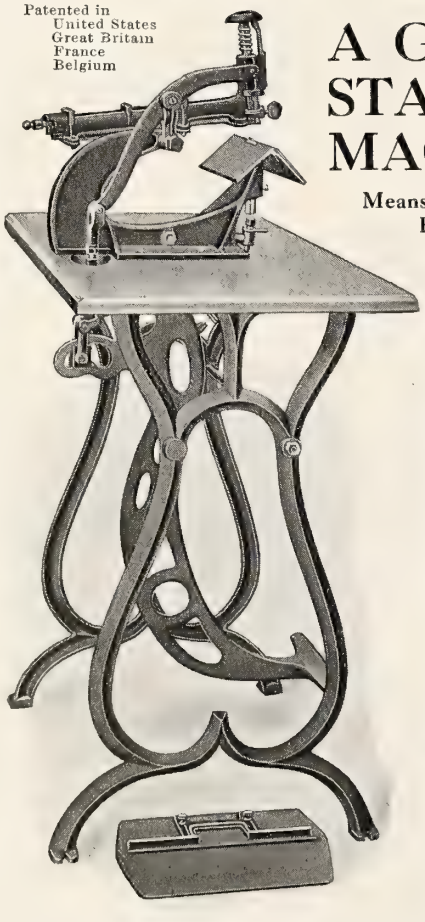
Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago

Patented in
United States
Great Britain
France
Belgium



A GOOD STAPLING MACHINE

Means Economy in the Printing-Office

It is an absolute necessity to every printing-office that does not have a wire stitcher.

The Acme Binder No. 6

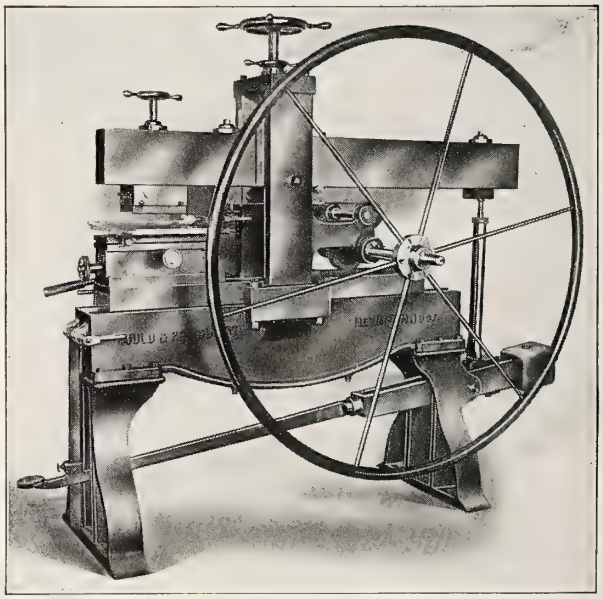
is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent



STEEL PLATE TRANSFER PRESS

For Transferring Impressions from Hardened Steel Plates or Rolls

USED BY THE FOLLOWING CONCERNS

Bureau of Engraving & Printing, Washington	20	Machines
American Bank Note Co., New York	12	"
John A. Lowell Bank Note Co., Boston	1	"
Western Bank Note Co., Chicago	2	"
Thos. MacDonald, Genoa	2	"
E. A. Wright Bank Note Co., Philadelphia	1	"
Richter & Co., Naples	1	"

GOULD & EBERHARDT

"HIGH DUTY" SHAPERS
AUTOMATIC GEAR AND RACK CUTTING MACHINERY

ESTABLISHED 1853 NEWARK, N.J. U.S.A.

ENGRAVERS TO THE TRADE

—

Write for Samples

If its ENGRAVED or EMBOSSED
"WE DO IT"

TELEPHONES RANDOLPH 805-806

WM. FREUND & SONS

EST. 1865 INC. 1893

WEDDING INVITATIONS · BOOK PLATES
MONOGRAM STATIONERY · CARDS · MENUS
DANCE PROGRAMS · CLUB INVITATIONS
BUSINESS STATIONERY · ETC.

STEEL AND COPPER PLATE
ENGRAVERS AND PRINTERS
STEEL DIE EMBOSSERS
16 TO 20 E. RANDOLPH ST., CHICAGO

Monogram Stationery

—

Calling Cards

BRONZING MACHINES

for

Lithographers & Printers

Guaranteed in Every Respect

BRONZE POWDERS

We Do Repairing

SEND FOR CATALOGUE AND PRICES

Manufactured by

Robert Mayer & Co.

Suite 420, 200 Fifth Ave., New York

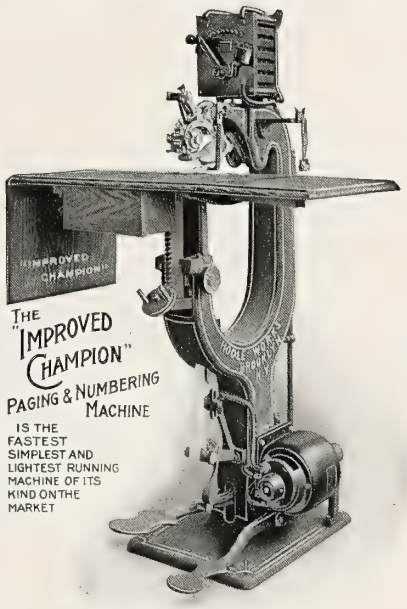
Factory: Hoboken, N. J.

Seattle San Francisco Boston

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street

BROOKLYN, N. Y.



"HOOLE" Paging and Numbering Machine

Manufacturers of

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

SUPERFINE
KING ENAMEL
SUPERFINE

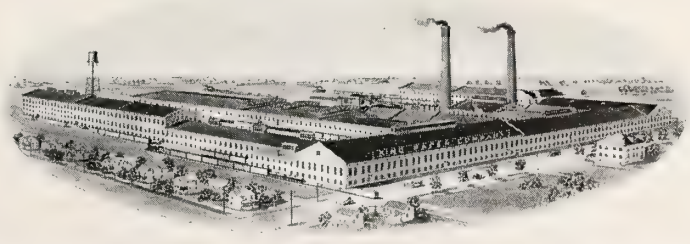
KING PAPER COMPANY

KALAMAZOO, MICHIGAN

MANUFACTURERS OF

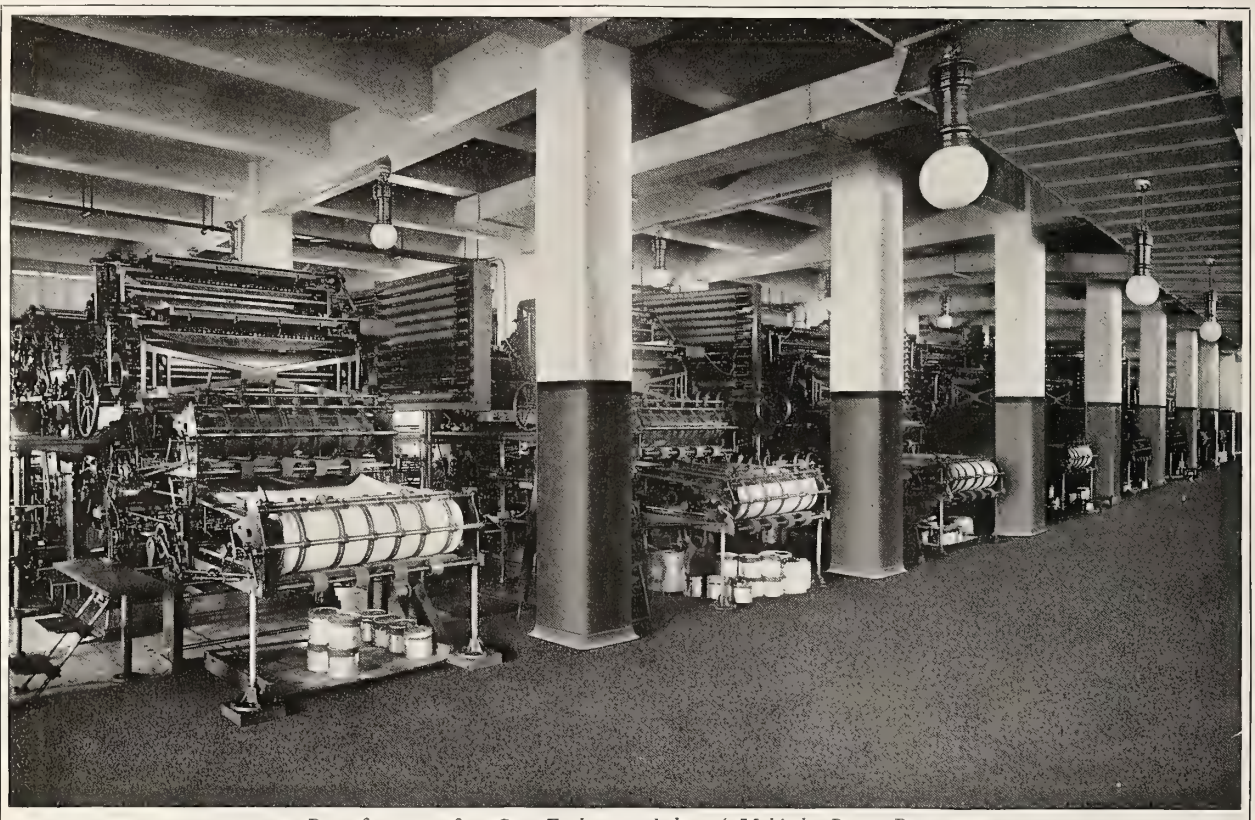
Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Offset, Coated Book and Lithograph and Writing

There are two other grades—"SUPERIOR" and "SUPERBA"—both of equal excellence when price is considered. Write for particulars and prices and for name of nearest agent carrying our papers.



The CURTIS PUBLISHING COMPANY

USES



Part of a group of 32 Cross Feeders attached to 16 Multicolor Rotary Presses

98 CROSS FEEDERS

During the past six years the Curtis Publishing Company has purchased Cross Feeders for use with Cylinder, Rotary, Web and Multicolor Presses and for attachment to Folding Machines

Every one of the reorders was based upon the demonstrated efficiency of the machines in service

DEXTER FOLDER COMPANY

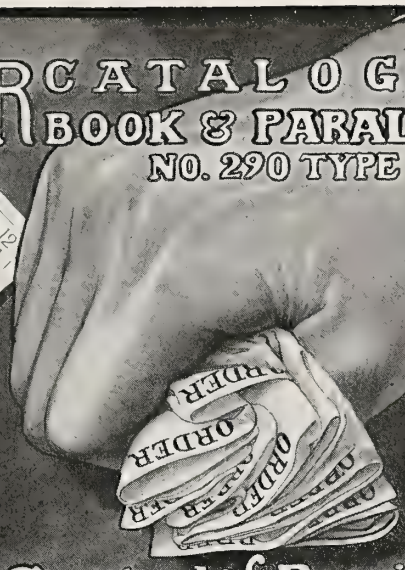
NEW YORK CHICAGO PHILADELPHIA BOSTON

DODSON PRINTERS SUPPLY CO.
ATLANTA, GEORGIA

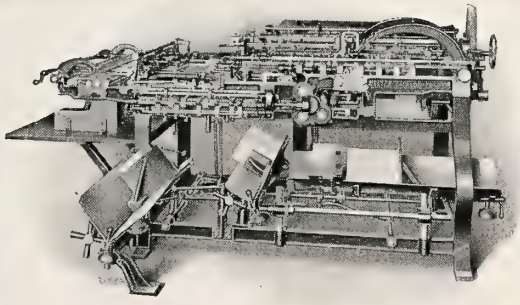
BRINTNALL & BICKFORD
SAN FRANCISCO

THE J. L. MORRISON CO.
TORONTO, CANADA

DEXTER CATALOGUE FOLDER
BOOK & PARALLEL
NO. 290 TYPE



Control of Business.



The machine that gives you control of the widest range of the business of your vicinity

Makes thirteen folds in right angle, parallel, oblong and special work

Attachments make it a *complete* right angle, parallel and oblong machine

Write for booklet

DEXTER FOLDER CO.

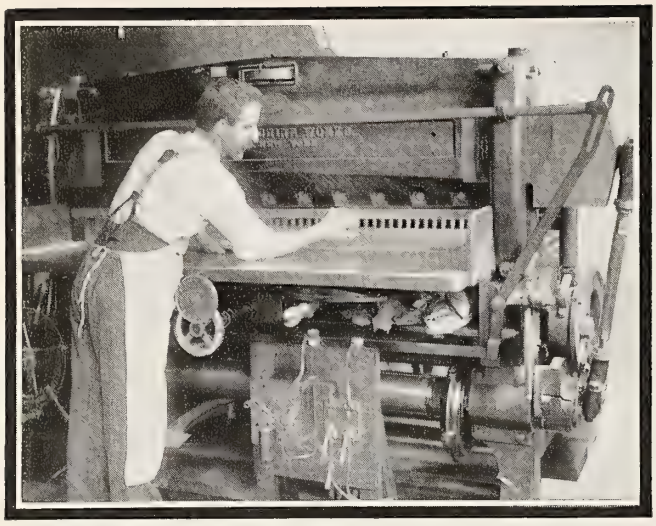
200 Fifth Avenue, NEW YORK — 431 South Dearborn Street, CHICAGO

Fifth and Chestnut Streets, PHILADELPHIA

185 Summer Street, BOSTON — Dodson Printers' Supply Co., ATLANTA, GA.

Brintnall & Bickford, 568 Howard Street, SAN FRANCISCO

T. W. & C. B. Sheridan, LONDON, ENGLAND — The J. L. Morrison Co., TORONTO, CANADA



You Printers Have Enough to Contend With Without Trying to Do Business With a Dull Paper Cutter Knife— Get a

Carborundum Knife Stone

It will save you time, trouble and stock. Just as soon as the blade begins to feather the paper run the Carborundum stone along the blade edge a few times — no need of taking the knife from the machine — it will be keen and even cutting; scarcely any time loss — no fuss, no bother. The Carborundum Machine Knife Stone is something that every printer should have.

Ask your hardware man — if he doesn't carry them in stock order direct . $1.50

THE CARBORUNDUM COMPANY
NIAGARA FALLS NEW YORK

Dinse, Page & Company

Electrotypes Nickeltypes AND Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

Inks that are used in every country where printing is done.

Kast & Ehinger
Germany

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

INKS

DRY COLORS, VARNISHES

SPECIAL OFF-SET INKS

The World's Standard Three and Four Color Process Inks

Gold Ink worthy of the name

Originators of Solvine

Bi-Tones that work clean to the last sheet

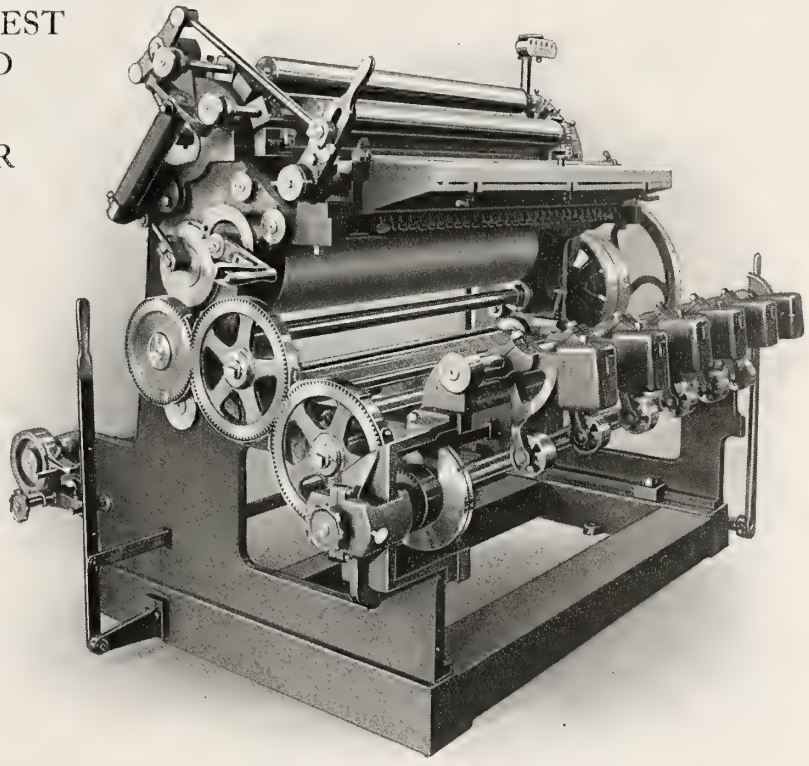
New York
154-6-8 W. 18th Street
Hellmuth Building

Chicago
New No. 605-7-9 S. Clark St.
Poole Bros. Building

GOOD —— BETTER —— BEST
MATERIAL — WORKMANSHIP — RESULTS

VERY LATEST IMPROVED MODEL BUILT FOR STEREO OR ELECTRO TYPE PLATES

LET US TELL YOU MORE ABOUT IT.



3 IN 1

ARE REPRESENTED BY THIS ROLL PRODUCT ROTARY WRAPPING AND TISSUE PAPER PRESS.

—

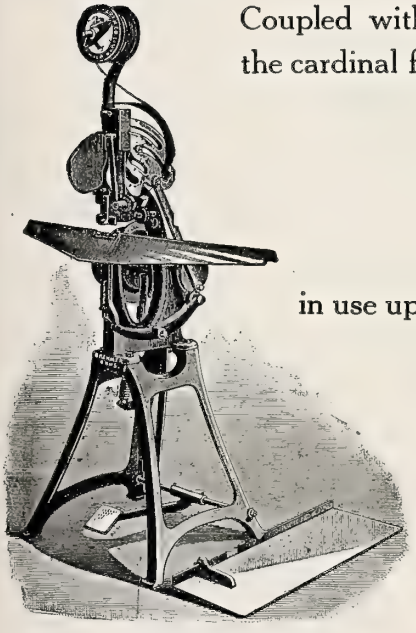
KIDDER PRESS COMPANY

Main Office and Works:
DOVER, N. H.

New York Office: 261 Broadway
GIBBS-BROWER CO.

AGENTS
Canada: The J. L. Morrison Co., Toronto. Great Britain: John Haddon & Co., London. South America: J. Wassermann & Co., Buenos Aires.

PRACTICAL SIMPLICITY



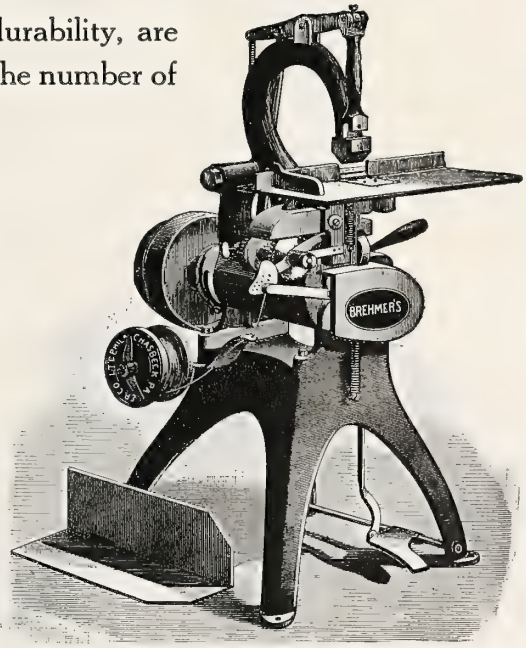
No. 33. For Booklet and other General Printers' Stitching.

Coupled with accuracy, speed and durability, are the cardinal features which have sent the number of

Brehmer Stitchers

in use up to 60,000. More than all other makes lumped together.

Let us tell you ALL about these machines and the number will jump to 60,001.



No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA

609 CHESTNUT STREET

DO YOU PRINT LABELS?

IF SO — in the *Ideal* **Guaranteed Non-Curling Gummed Paper** you will find your

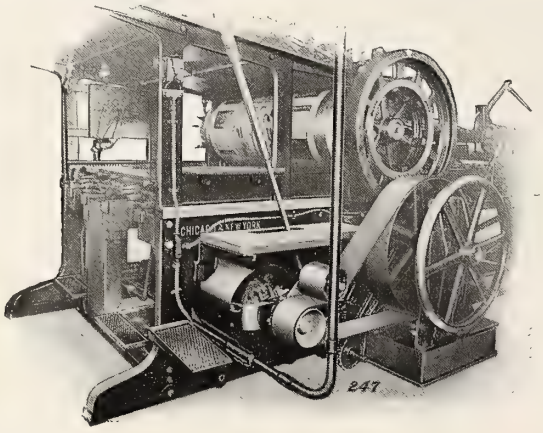
"IDEAL MADE REAL"

This paper absolutely will not curl — is now used by the largest consumers of gummed paper in the country. Supplied in the sheet or roll. Let us show you samples.

IDEAL COATED PAPER COMPANY
BROOKFIELD, MASS.

NEW YORK: 150 Nassau Street **CHICAGO: 452 Monadnock Building**

Robbins & Myers Motors



The Saving of Time

rather than the cost of power is the important factor when considering electric drive for printing machinery. To start, stop or reverse a press instantly, to run it at exactly the best possible speed for each class of work, to eliminate all waste from dirt and dripping of oil, to have the space overhead and the gangways clear — consider what this means in a busy printing-office.

The Robbins & Myers Co.

Main Offices and Factory:
SPRINGFIELD, OHIO

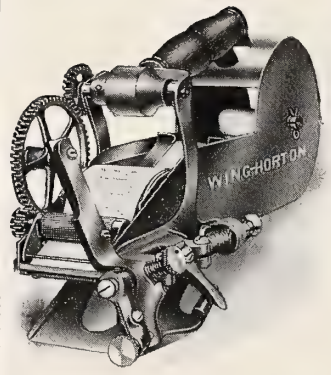
BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

The
Sabin Robbins Paper Co.
Middletown, Ohio

Specialists
in
Job Lots *and* Seconds

We carry a complete line of every grade of Coated Paper and Cardboards made in Seconds

Send Us Your Name for Our Mailing List



"Same Old Story: They Are Going Some"

953 Wing-Horton Mailers

were sold in 1911.

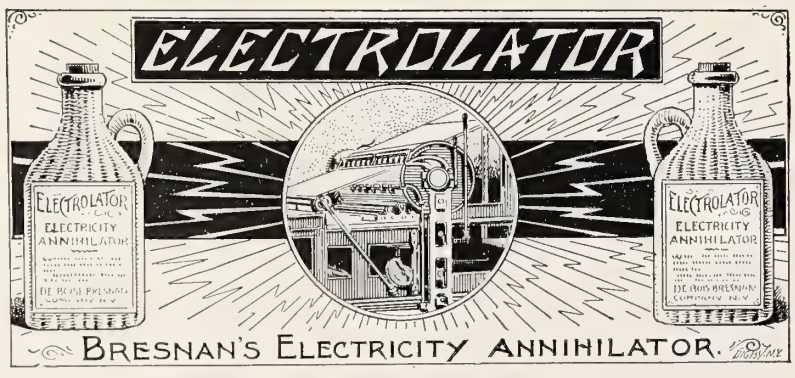
They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

REDUCE YOUR COST BY ELIMINATING ELECTRICITY



HALF GALLON . $3.50
ONE GALLON . . $6.50

RESULTS GUARANTEED

De Boise Bresnan Co.
23 Park Row *New York*

Meet Competition Profitably

There will always be a rivalry—another word for competition—between firms producing like goods. Unfortunately for the printing trade, many who are in it believe that this rivalry is based solely upon price. They cut and slash until good work is out of the question and profits are largely a matter of faith.

We do not make

Old Hampshire Bond

for these printers or for the class of trade they draw to them.

But there are also many printers who live far enough in the future to see that all rivalry is not a matter of price. They fight their competitive battles upon a quality basis, and when they win—as they mostly do—the victory is really worth while.

We make Old Hampshire Bond for these printers and the customers they cultivate.

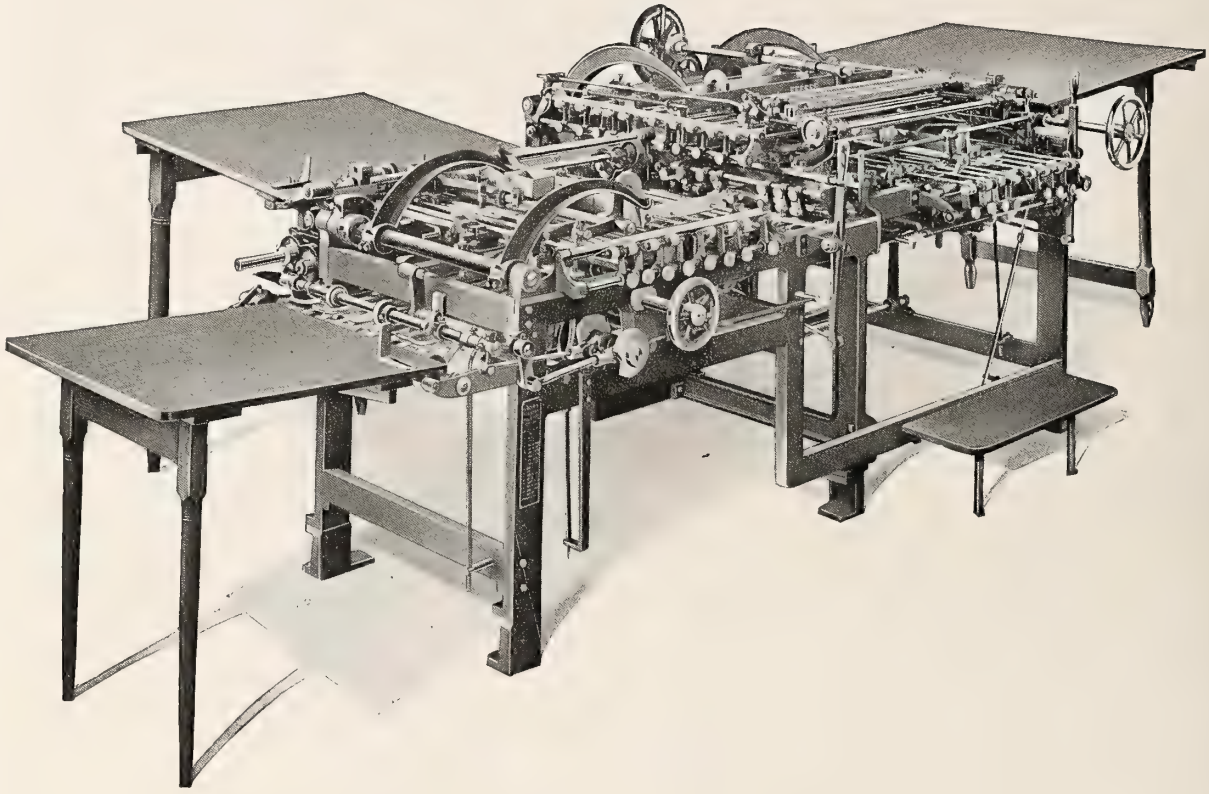
Hampshire Paper Company

We are the only Papermakers in the world making Bond Paper exclusively

South Hadley Falls, Massachusetts



New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

MADE BY

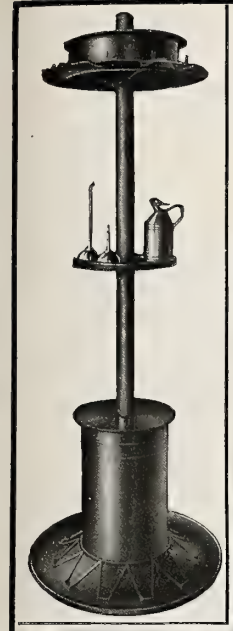
Brown Folding Machine Co.

Erie, Pa.

Chicago
345 Rand-McNally Building

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.



"The Johnson Way" Has Won the Day

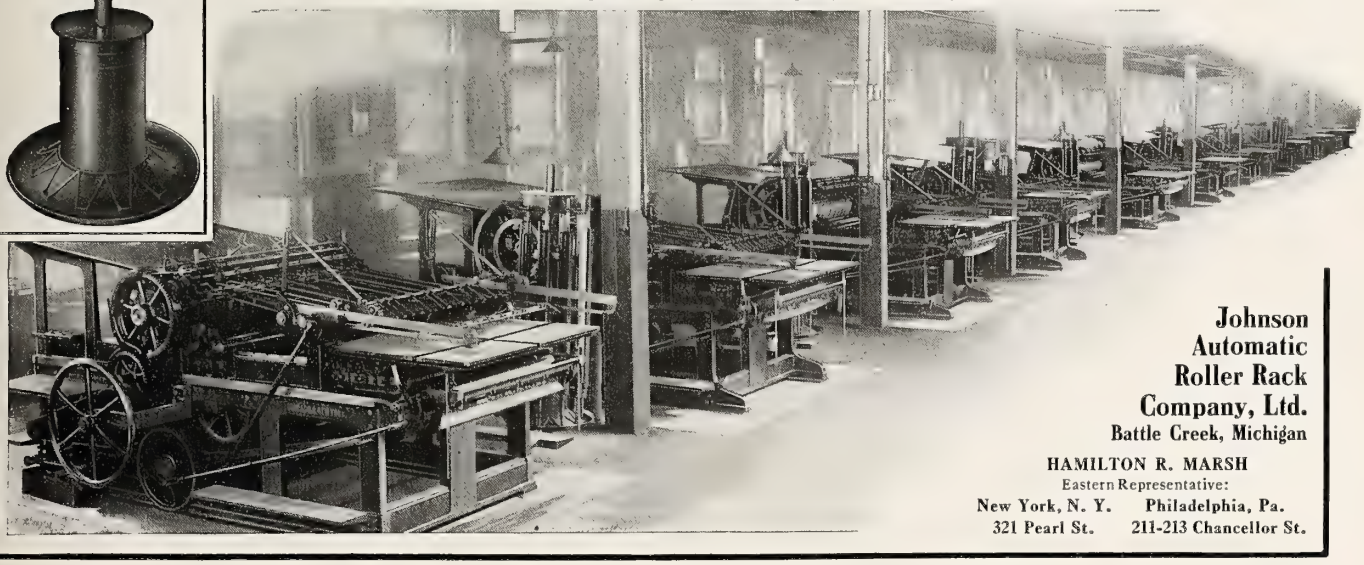
with a method of care that preserves rollers, clean, tacky and flexible like new, and saves wash-up time. There are no more troubles with hard, shrunken or cracked rollers; no bent stocks and damaged surfaces; no dirty, greasy floors; no rag and oil receptacles scattered about the room; order and cleanliness become automatic; there is entire absence of the usual fire hazard.

Extract From Letter No. 6

The placing of your appliances in our pressroom has been one of our most satisfactory helps in the way of economy of time and effort.
"They are cheap at any price, and are saving us money every day." **GAGE PRINTING CO., Ltd.**
By Fred. W. Gage, Treas.

Copy of the complete text of this letter and others equally interesting will be forwarded on request.

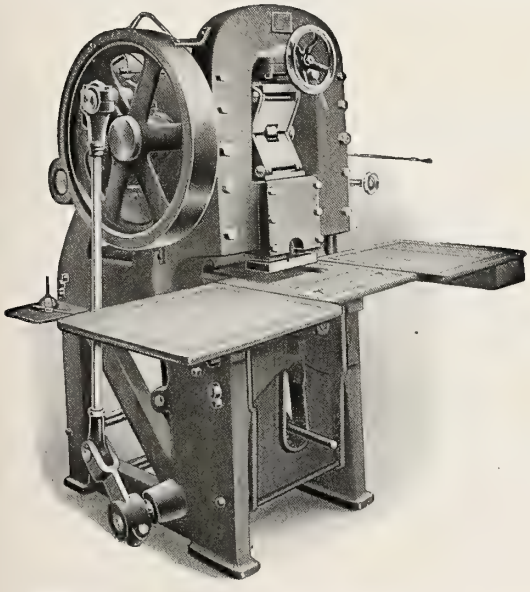
Part of pressroom, Cargill Company, Grand Rapids, one of Michigan's finest printers



Johnson Automatic Roller Rack Company, Ltd.
Battle Creek, Michigan

HAMILTON R. MARSH
Eastern Representative:
New York, N. Y. 321 Pearl St.
Philadelphia, Pa. 211-213 Chancellor St.

The Carver Automatic Die Presses



Are the best for registered work, steel-plate printing, box tops, calendars, checks, photo-mounts, and all commercial work.

They are the most economically operated and cost the least for repairs.

If you would know the real worth, inquire of users; especially where they are operated with other makes.

Our *Card Feeding Attachment* will interest you.

Our presses are manufactured in the following sizes:

4½ x 9 in.	2½ x 8 in.
3½ x 8 "	2½ x 4 "

C. R. Carver Company
N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

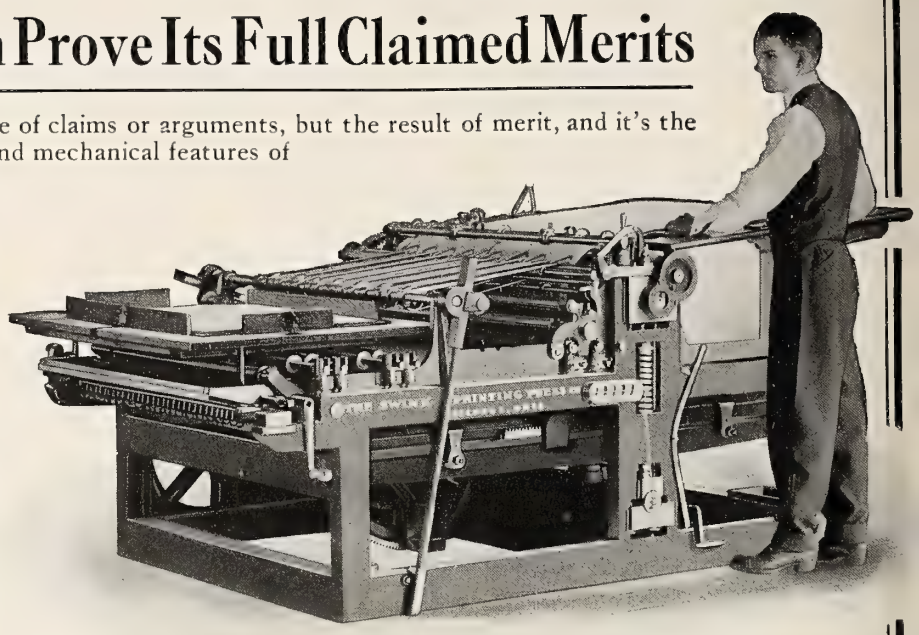
EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

J. H. SCHROETER & BRO., Atlanta, Ga., Southern Agents.

A Press That Can Prove Its Full Claimed Merits

Supremacy is not the outcome of claims or arguments, but the result of merit, and it's the test that satisfies. The design and mechanical features of

The Swink High-Grade Two-Revolution Press



prove the measure of perfection — leaving little to be desired.

The greatest consideration has been given to compactness and accessibility. Its construction is powerful and rigid, insuring lasting and satisfactory service. The SWINK press rightfully occupies the attention and interest of the printers because of its twentieth century facilities and efficiency. Best of all, its present hour achievement — what it has *done* and *proven* — is a safeguard to the prospective buyer.

Note this one feature — then ask for more information. Its high speed averages 2,400 impressions an hour, perfect register, book-form or four-color work, and it is equipped with the best inking system. *Catalogue will be supplied upon request, or special representative will call and see you.*

The Swink Printing Press Company **Factory and General Offices DELPHOS, OHIO**

What This Watermark means to Every Printer

Bankers Linen Bond

It is your guarantee to your customers that you are giving them the purest bond that can be made for their business stationery. The Bankers Linen Bond Water-mark is our guarantee to you, enabling you, in turn, to assure your customers that you are giving them the fullest bond paper value obtainable at the price paid.

The Bankers Linen Bond Water-mark is the sign that every sheet so marked is the finest quality our mill can produce — our pledge of a sheet that will not fade, that can not be easily torn, and that, in quality and service, will uphold the reputation for excellence which has become synonymous with the name Southworth.

Bankers Linen Bond is made of the highest grade materials, washed in purest waters — manufactured by skilled craftsmen — giving you the benefit of years of experience and the maximum of paper value at a reasonable cost. You can not use a better bond for every business correspondence job. And to help printers who use Bankers Linen Bond, we are advertising in SYSTEM each month to over 100,000 business firms — to probably 500,000 business men — all possible purchasers of commercial stationery. We are telling these customers of yours the true significance of *all three words* in the Bankers Linen Bond Water-mark — your safeguard against inferior imitations — and through this steady advertising we are making it easier for you to win new customers when your estimates specify Bankers Linen Bond.

You can not use a better or more reasonable bond for every business correspondence job. It satisfies your customers — enables you to give them better letter-heads, and make more money. Let us send you samples of Bankers Linen Bond, and if you sometimes need a soft cream tint instead of a white paper, ask about Bankers Linen. But be sure you see samples NOW.

Southworth Company
Mittineague, Mass.

A Tool of Proven Merit

The man who invented the STAR composing stick knew of the existing demands—he did not create on theory—rather, studied the shortcomings of other sticks.

Our German Silver Composing Stick



is a beauty, possessing all the high qualities of our regular steel Star composing stick, and is justly "a tool of quality for the particular printer."

German silver sticks will not rust or corrode, will outlast steel sticks, are of value to printers in sea-coast districts.

MADE IN ALL POPULAR SIZES.

FOR SALE BY SUPPLY HOUSES GENERALLY

The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.

ON YOUR NEXT CATALOGUE

Specify

Light-Weight
Catalogue Paper
No. 10333

Basis: 25 x 38—28 lb.
Bulk: ¾ inch to 1,000 pages
Color: White
Finish: To take 150-line half-tone
Opacity: Remarkable for its weight

Figure out for yourself what it will save in postage.

It will probably also save you on your paper bills *as well as* your postage.

Write us about *10333*.

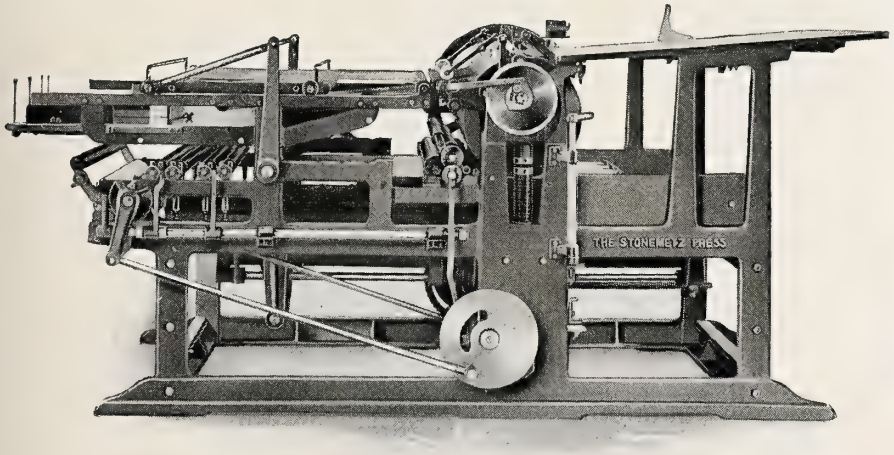
PARSONS TRADING CO.

20 VESEY STREET NEW YORK

LONDON SYDNEY MEXICO
BOMBAY MELBOURNE BUENOS AIRES
CAPE TOWN WELLINGTON HAVANA

Stonemetz Two-Revolution

Unfailing Register



HIGH speed, impressional strength, quick make-ready and perfect ink distribution avail nothing without *register*. Perfect register on the part of a STONEMETZ is not phenomenal—simply the natural result of its design and construction.

Throughout the entire printing stroke the bed of a STONEMETZ is directly geared to the cylinder with but two bearings between—insuring *register between bed and cylinder.*

Positive gripper closing mechanism, instantaneous front guide action and freedom from vibration insures *register between cylinder and sheet.*

Added to unfailing register, the STONEMETZ possesses every essential necessary to the production of high-class half-tone and color work.

Write for Descriptive Literature

The Challenge Machinery Company

Grand Haven, Michigan

Chicago Salesroom, 124 South Fifth Avenue

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

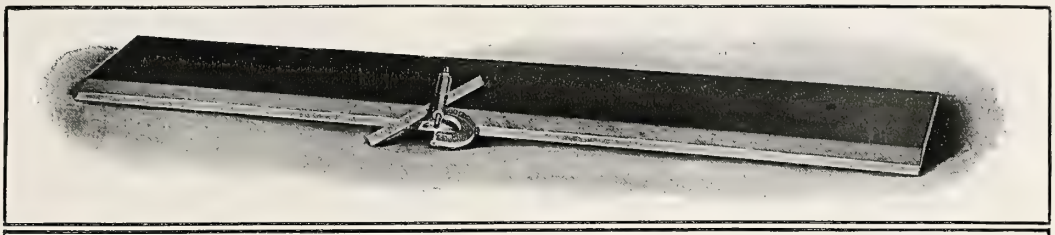
MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

TRADE MARK "Micro-Ground." COES

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

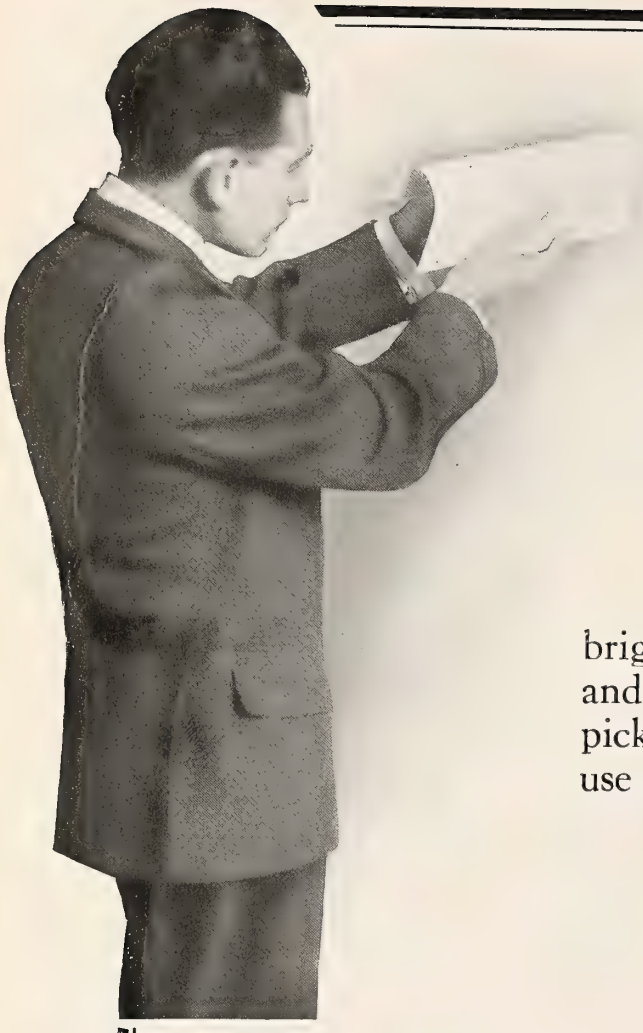
LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

NEW YORK OFFICE—W. E. ROBBINS, 21 Murray Street
Phone, 6866 Barclay

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	1830 to 1905

COES is Always Best!



The Man Who Knows How to Judge Paper

is quick to decide in favor of VELVO-ENAMEL. It is the one perfect coated paper which embodies distinctive qualities, bright white color, uniformity of thickness and finish—a coated surface which will not pick even under the most exacting tests. The use of

Velvo-Enamel

A Quality That Leaves Nothing to Be Desired

gives to the catalogue, booklet, or any high-class printed matter an appearance of elegance. It will bring out the fine details of the half-tone engravings to the highest possible degree.

You should send to our office for sufficient sample to make the test.

Your orders for ream lots or carload shipments will be "up to sample."

WEST VIRGINIA PULP & PAPER COMPANY

(Incorporated)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:
Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

Presses that always Make Good

Under the same conditions as those you are operating are safe machines for you to buy. If other printers and publishers have found such a press to meet all their requirements it will also prove a safe investment for you. Strictly speaking there are three features regarding which a printer wishes to be assured before purchasing a printing press and these are: The grade of work the machine will do; its probable length of life and the probable cost for up-keep or repairs. Ordinarily speaking, with these points satisfactorially demonstrated, the first cost of a press is of secondary importance, but when it is possible to obtain the press that will provide the essentials and at no greater cost than inferior machines it would be unwise to have anything but the best.



Cottrell

Single Revolution

Presses will handle the best grade of work that comes to the printer and publisher in the smaller cities and towns in a more satisfactory manner than any other press; its average length of life is longer than any other press ever placed on the market and its average cost for repairs are about half what it costs to keep other presses in condition. This is all amply proven by the experiences of printers and publishers who are using Cottrell Single Revolution presses and they tell their personal experiences in a small booklet illustrated above. This booklet should be in the hands of every printer and Publisher in that field and we will be glad to forward a copy of it to anyone on request.

In addition to this, Cottrell presses cost no more to install than inferior machines. They will save you money and annoyance and return you more satisfaction and profit than is possible with any other make of the single revolution style. Better send for catalogue and book of experiences as told by Cottrell users.

Keystone Type Foundry

General Selling Agents

Philadelphia *New York* *Chicago*
Detroit *Atlanta* *San Francisco*

C. B. Cottrell & Sons Co.

Manufacturers

Works: *25 Madison Sq., North, New York*
Westerly, R. I. *279 Dearborn Street, Chicago*

This page is set in Keystone's Caslon Bold Italic and Caslon Lightface Italic. Printed on a No. 5 Cottrell

The Caslon Bold Italic Series

5 Point Font $2 00 — 18 A $1 00 36 a $1 00

THE MAN THAT STANDS UP TO THE PLATE

And hits a fair ball does not always make a home run; but, the man that puts his whole energy and determination into what he is about to do, is the man that not only knocks a home run but sets a standard for himself that places him on a pinacle which is only won in time by grit and persistant perseverance. Lining figures $12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ

6 Point Font $2 00 — 20 A $1 00 38 a $1 00

ACQUIRE HABITS OF AN OPTIMIST

Don't look back fretting and worrying because the fellow half-way down the block is getting more business than he can attend to, while you are doing comparatively nothing. You can do nice work with Keystone Products. $1234567

abcdefghijklmnopqrstuvwxyz

8 Point Font $2 25 — 17 A $1 10 34 a $1 15

UP THE ROAD OF PROSPERITY

And steadily climbing onward to the door of fame and success. If you use Keystone type you will be successful in climbing to the top. $1234567890

9 Point Font $2 50 — 17 A $1 25 32 a $1 25

THERE IS NO QUESTION AS

To the superiority of Nickel-Alloy Universal Line and Point Set Type and other materials made by the Keystone Type Foundry. 567890

10 Point Font $2 50 — 15 A $1 20 30 a $1 30

UNIVERSAL LINE TYPE

Made by the Keystone gives general satisfaction throughout the world of printing. $12

12 Point Font $2 75 — 13 A $1 35 24 a $1 40

KEYSTONE PRODUCTS

Universal Line, Point Set Nickel-Alloy Type. $1852

14 Point Font $3 00 — 11 A $1 50 20 a $1 50

TIME IS PRECIOUS

So make hay while the days are nice and long

18 Point Font $3 25 — 7 A $1 60 14 a $1 65

MOON RISING

Reflecting Bright

C The capital "C" here shown is furnished with all sizes of this series

24 Point Font $3 50 — 5 A $1 80 9 a $1 70

FLASHY COLORS

Seen in the Rainbow

30 Point Font $4 25 — 4 A $2 15 8 a $2 10

WINTER GIRL

House Exercises

36 Point Font $5 00 — 3 A $2 95 5 a $2 05

IRON BOAT

Painted Black

42 Point Font $6 25 — 3 A $3 50 5 a $2 75

CANDLES

Dark Room

48 Point Font $7 50 — 3 A $4 40 5 a $3 10

PHONES

54 Point Font $9 25 — 3 A $5 75 4 a $3 50

Boneless

60 Point Font $10 80 — 3 A $6 80 4 a $4 00

STORE

Philadelphia
New York
Chicago

Keystone Type Foundry

Detroit
Atlanta
San Francisco

Buckeye Covers

THE "Buckeye Proofs," in addition to the Buckeye Sample-books, should be on the desk of every printer and buyer of printing. They show, for the first time, how striking and artistic covers, circulars, folders, etc., can be produced *economically*, by taking advantage of the combined high quality and moderate price of Buckeye Covers. Many printers tell us that the color-printed "dummy blanks" included in this set are alone worth many times the price of admission. As the price of admission is only two cents, this is a doubtful compliment — but you better invest the two cents and see for yourself. A request on your business letter-head is all that is necessary.

Buckeye Covers are now made in sixteen colors, four finishes and four weights — the greatest variety and the greatest values ever offered by a paper mill. Stocked by the following representative dealers:

BALTIMORE	Dobler & Mudge.
BOSTON	The Arnold-Roberts Co.
BUFFALO	The Alling & Cory Co.
CHATTANOOGA	Archer Paper Co.
CHICAGO	James White Paper Co. J. W. Butler Paper Co.
CINCINNATI	The Chatfield & Woods Co. The Diem & Wing Paper Co. The Whitaker Paper Co. The Cincinnati Cordage & Pa. Co.
CLEVELAND	The Union Paper & Twine Co. Central Ohio Paper Co.
COLUMBUS	The Central Ohio Paper Co.
DAYTON	The Keogh & Rike Paper Co.
DETROIT	The Union Paper & Twine Co.
DES MOINES	The Carpenter Paper Co.
DENVER	The Peters Paper Co.
INDIANAPOLIS	C. P. Lesh Paper Co. Indiana Paper Co.
KANSAS CITY	Graham Paper Co.
LOS ANGELES	Zellerbach Paper Co.
MIDDLETOWN, OHIO	The Sabin-Robbins Paper Co.
MILWAUKEE	The E. A. Bouer Co. Standard Paper Co.
MINNEAPOLIS	McClellan Paper Co.
MONTREAL	Howard Smith Paper Co., Ltd.
NASHVILLE	Graham Paper Co.
NEW ORLEANS	E. C. Palmer & Co.
NEW YORK	Henry Lindenmeyr & Sons, 32-34-36 Bleecker Street.
OAKLAND, CAL.	Zellerbach Paper Co.
OMAHA	The Carpenter Paper Co.
PHILADELPHIA	Garrett-Buchanan Co.
PITTSBURGH	The Alling & Cory Co. The Chatfield & Woods Co.
PORTLAND, ORE.	Pacific Paper Co.
RICHMOND, VA.	Richmond Paper Mfg. Co.
ROCHESTER	The Alling & Cory Co.
SALT LAKE CITY	Carpenter Paper Co. of Utah.
SAN FRANCISCO	Zellerbach Paper Co.
SEATTLE	H. N. Richmond Paper Co.
SPOKANE	John W. Graham & Co.
ST. LOUIS	Graham Paper Co.
ST. PAUL	Wright, Barrett & Stilwell Co.
WINNIPEG	John Martin Paper Co.

FOREIGN SELLING AGENTS, Henry Lindenmeyr & Sons, London, England

Sample-book No. 1 shows SINGLE THICK weights in three finishes
Sample-book No. 2 shows DOUBLE THICK and RIPPLE FINISH
Either book, or both, with the "Buckeye Proofs," sent free on request



Department B

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER
In Hamilton, Ohio, since 1848

ORGANIZATION

Organize!
Organization
is the law of
life—and the af-
fairs of men are
perfected by it.

A·H·McQuilkin



Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

Copyright, 1912, by The Inland Printer Company.

THE INLAND PRINTER

The Leading Trade Journal of the World in the Printing and Allied Trades

TERMS: $3.00 a year, in advance. Foreign, $3.85 a year. Canada, $3.60 a year.

Vol. XLVIII MARCH, 1912 No. 6

A Really Real Editor

By ADDISON BENNETT

EIGHT or nine years ago I was working as a compositor in New York city, and was badly in need of a rest. So I concluded I would take a couple of weeks, and get as close to nature as I could within two or three hours of the city, and recuperate.

Some of your western readers may not be aware of the fact that one can get practically out of the modern world within fifty miles of Gotham, but such is the case. I can take you to little towns not two hours distant and show you specimens of the hey rube, weary willie, the hobo and the "gol dern" and "by gum" yahoos that can not be found at all in the West. If I were a bunco artist and wanted to sell gold bricks, I would devote my time and talents to the rural communities in northern New Jersey, southern New York, western Connecticut and eastern Pennsylvania. You can find hundreds and thousands of the most unsophisticated people there that claim to be alive.

I took the Pennsylvania Railroad, or rather I took a train, not the entire road, and rode two hours, getting off at a little station in the — well, on a river, and not over a thousand miles from Lock Haven.

Then I took a stage and went seven miles up the side of a mountain and seven miles down the other side. Only I walked the most of the way and beat the stage by thirty minutes.

I landed in a little valley which is about seven miles long by three miles wide, hemmed in by mountains on every side. I think they call it Heavenly Valley. It is a mighty pretty and productive bit of country, with as fine farms as you will ever see. But the residents live as much to themselves as if they were out of the world. Very little of any sort of grain, produce or anything else is hauled out over the mountains. Almost all business is a matter of barter and trade among themselves.

I had previously written to the editor and proprietor of the newspaper published in the little town at which I landed. His name might be D. Henry

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

R. Stevens, only it is not. But that is the way he parted his cognomen. When I arrived at the hotel I was shown to a room, and rested up a little until the stage arrived with my baggage. Then I changed some of my clothing and went down and asked the landlord if there were a gentleman living in town by the name of D. Henry R. Stevens, and he quickly replied, "Why sure; he is the editor of our paper."

I inquired where he might be found, and the boniface replied: "You go straight down the street, on the other side, and you will meet him before you get to the postoffice." "But," I said, "I do not know this editor man." "Well," he retorted, "you will know him when you meet him."

I concluded that the landlord was bughouse, and mildly suggested that perhaps D. Henry did not carry a sign or banner to make himself known to strangers.

"Oh," said he, "you will know him all right, all right, when you meet up with him. And to prove my belief I will bet you the drinks that you both meet him and know him — if you start at once."

That bet was a cinch. If I did not know him, I won; if I did meet him and knew him, I could "pass by on the other side" and still win. So I accepted the proposition of the landlord that we take the drink then, and after imbibing a little rum and gum I started off toward the postoffice.

About a block down I met D. Henry — and I knew him! Sure! Anybody could tell he was an editor. He was in his bare feet, had on a calico shirt, a pair of blue denim overalls, one suspender, a pencil behind each ear, another suspended by a string from his shirt pocket, and fastened by a clothespin attached to the same pocket were about fifty sheets of 6 by 9 news paper, cut jagged as if hacked off with a shoe knife.

Know him! I guess yes; anybody would have known that he was the editor.

Then I went back and paid for the drinks — several of them — and the editor man joined us. I think for the next hour he had the best time he ever had in his life, for he was hollow clear down to the stone bruise on his off heel.

After a while the supper bell rang, and I invited him in to take supper with me, and his appetite excelled his thirst.

The following day I went down and interviewed the editor in his office. He was dead set to sell his plant to me, explaining that he was a shoemaker, not a printer, but the half-soling and heeling business getting mighty dull, he had traded his shoe knife and awls and two yearling heifers for the printing plant and good-will.

And I truthfully can say that if the yearlings were free of the "pip," or whatever disease infects such "critters," that D. Henry got the worst of the deal.

He occupied three rooms of a four-room shack, the other room being sublet "to a good-paying tenant," he recited. I asked what rent he paid for the entire house, and he replied, "Ten dollars — and it's too much. But I think if I sell to you I can get it reduced to eight dollars, if you will pay it all in cash, for I make the owner take two dollars in printing and two dollars in work in his garden."

I inquired what the subtenant paid, and he said, "Two dollars — and he pays it prompt."

Then I asked him when the rent was payable, and he replied, "Half of it in January and half in July, but he don't say anything if I get a little behind."

I suggested that I thought it would come easier to pay monthly. "I can't do it very well," he said, "for when you split ten dollars into twelve payments it makes it hard to figure out the odd change."

I forget the immediate conversation thereafter, for the idea that he was paying only ten dollars a year, four dollars of that in work, and collecting two dollars from his tenant, sort of "kerflummixed" me.

His paper, he said, had sixty subscribers, at fifty cents a year each. He was, however, "liable to get another almost any day, now." "And I have," he confided, "a great run of jobwork. Why, last year I printed six sets of auction bills at three dollars per set, over half of it in cash."

Just then one of the sixty came in to renew his subscription, and D. Henry was about the proudest and busiest man I ever met. After much figuring it was decided that there was eighty cents due *The Bugle Call for Liberty*, and the account was settled by the delinquent delivering three ax-handles and agreeing to fetch in two more within thirty days.

After the subscriber had drifted out, D. Henry said to me: "I got a little the best of him, for I can get eighteen cents apiece in trade for them handles up at the store."

And D. Henry was as happy as J. Pierpont would be at winning a million dollars in a railway deal — happier! In fact, I think the primitive people of Heavenly Valley have all of the plutocrats skinned seven ways from the jack, when it comes to happiness and peace of mind.

I had a mighty fine visit, I can tell you. The hotel was one of the best I ever stopped at, and the landlord — a chubby-faced, boyish-looking chap, weighing nearer three hundred pounds than two hundred — was about the jolliest fellow I ever met up with. You can bet he knew how to keep a hotel, all right, and his wife knew how to keep her end of the business up. The table was spread with as good food and as well cooked as I ever sat down to, and plenty of it. Such milk and cream, jellies and jams, puddings and custards I never before had tasted. And fried chicken! Don't mention it! And usually at every meal.

I had a neat and cheerful room — four large windows, a fine bathtub with an abundance of hot and cold water at all times. Why, the room was as large as a New York three-room flat!

But the cost — Gee! That took my breath away when I came to settle.

I was there fifteen days. When the hour of departure came, the landlord handed me two dollars and fifty cents, for I had given him an advance payment of ten dollars on the night of my arrival. And my board was three-fifty a week — four bits a day!

Soliloquies of the Devil

By H. F. LOCKHART

This measly print-shop ain't no place for me;
 Good manners in this joint don't make no hit.
The slang them printers uses — Hully chee! —
 Would make a Yale professor throw a fit.
You bet yer life I wouldn't talk the stuff;
I never could stand for that kind of guff!

Me mudder, too; if ever she got wise
 That I was usin' slang, she'd bust me slats.
So many times she tells me "Bat yer eyes,
 Or ye'll be talking like them Casey brats."
Them kids talk slang, but say! I got a hunch
They ain't got nothin' on this printer bunch!

This mornin' when I first come down to work
 The foreman says "Here, Henry, hit the pike;
An' git yer skates on — don't you dast to shirk;
 Be back in fifteen minutes. Skip, now, hike!"
At first I didn't tumble, then I went;
For "Chase yerself" was all the geezer meant.

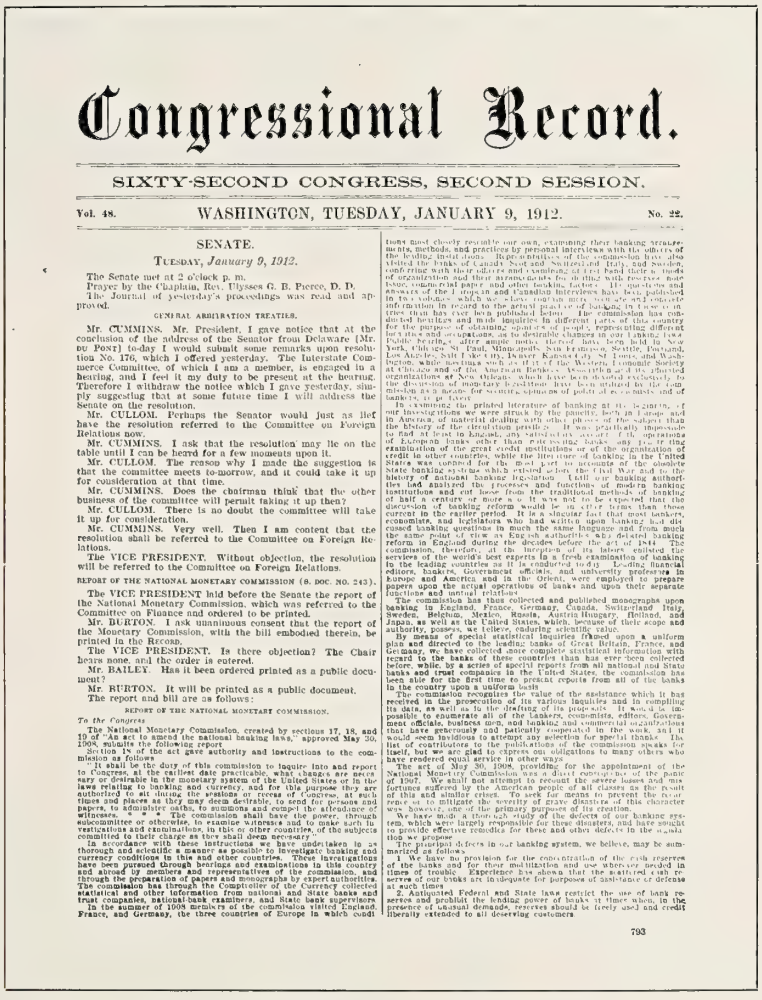
He talks a lot about the "galley" too;
 I s'pose he means his girl. I rather guess
That she'd be pretty mad if she just knew
 How much he talks 'bout puttin' forms to press.
Say! If he wants to hug her, that's his game.
I wouldn't talk about it, just the same.

I guess I'll have to quit; I'm gettin' bad.
 Sometimes I hate to go to Sunday-school;
I'll sure lose all the bringin'-up I've had
 If I do everythin' by printer's rule.
But if I stay and all the rest goes hang,
Say what you will — I'm darned if I'll talk slang!

Making the "Congressional Record"

By EMMETT CAMPBELL HALL

ALMOST every phase of the great routine known as Government is interesting — none more so than the making of the *Congressional Record*, that daily publication wherein is set forth what has — or often has not — been said by the men who are the spokesmen of the people of the United States.



Congressional Record.

SIXTY-SECOND CONGRESS, SECOND SESSION.

Vol. 48. WASHINGTON, TUESDAY, JANUARY 9, 1912. No. 22.

SENATE.

TUESDAY, *January 9, 1912.*

The Senate met at 2 o'clock p. m.

Prayer by the Chaplain, Rev. Ulysses G. B. Pierce, D. D.

The Journal of yesterday's proceedings was read and approved.

GENERAL ARBITRATION TREATIES.

Mr. CUMMINS. Mr. President, I gave notice that at the conclusion of the address of the Senator from Delaware [Mr. DU PONT] to-day I would submit some remarks upon resolution No. 176, which I offered yesterday. The Interstate Commerce Committee, of which I am a member, is engaged in a hearing, and I feel it my duty to be present at the hearing. Therefore I withdraw the notice which I gave yesterday, simply suggesting that at some future time I will address the Senate on the resolution.

Mr. CULLOM. Perhaps the Senator would just as lief have the resolution referred to the Committee on Foreign Relations now.

Mr. CUMMINS. I ask that the resolution may lie on the table until I can be heard for a few moments upon it.

Mr. CULLOM. The reason why I made the suggestion is that the committee meets to-morrow, and it could take it up for consideration at that time.

Mr. CUMMINS. Does the chairman think that the other business of the committee will permit taking it up then?

Mr. CULLOM. There is no doubt the committee will take it up for consideration.

Mr. CUMMINS. Very well. Then I am content that the resolution shall be referred to the Committee on Foreign Relations.

The VICE PRESIDENT. Without objection, the resolution will be referred to the Committee on Foreign Relations.

REPORT OF THE NATIONAL MONETARY COMMISSION (S. DOC. NO. 243).

The VICE PRESIDENT laid before the Senate the report of the National Monetary Commission, which was referred to the Committee on Finance and ordered to be printed.

Mr. BURTON. I ask unanimous consent that the report of the Monetary Commission, with the bill embodied therein, be printed in the RECORD.

The VICE PRESIDENT. Is there objection? The Chair hears none, and the order is entered.

Mr. BAILEY. Has it been ordered printed as a public document?

Mr. BURTON. It will be printed as a public document.

The report and bill are as follows:

REPORT OF THE NATIONAL MONETARY COMMISSION.

To the Congress:

The National Monetary Commission, created by sections 17, 18, and 19 of "An act to amend the national banking laws," approved May 30, 1908, submits the following report:

Section 19 of the act gave authority and instructions to the commission as follows:

"It shall be the duty of this commission to inquire into and report to Congress, at the earliest date practicable, what changes are necessary or desirable in the monetary system of the United States or in the laws relating to banking and currency, and for this purpose they are authorized to sit during the sessions or recess of Congress, at such times and places as they may deem desirable, to send for persons and papers, to administer oaths, to summons and compel the attendance of witnesses. * * * The commission shall have the power, through subcommittee or otherwise, to examine witnesses and to make such investigations and examinations, in this or other countries, of the subjects committed to their charge as they shall deem necessary."

In accordance with these instructions we have undertaken to as thorough and scientific a manner as possible to investigate banking and currency conditions in this and other countries. These investigations have been pursued through hearings and examinations in this country and abroad by members and representatives of the commission, and through the preparation of papers and monographs by expert authorities. The commission has through the Comptroller of the Currency collected statistical and other information from national and State banks and trust companies, national-bank examiners, and State bank supervisors.

In the summer of 1908 members of the commission visited England, France, and Germany, the three countries of Europe in which conditions most closely resemble our own, examining their banking arrangements, methods, and practices by personal interviews with the officers of the leading institutions. Representatives of the commission have also visited the banks of Canada, Scotland, Switzerland, Italy, and Sweden, conferring with their officers and examining and collecting their various methods of organization and their arrangements for dealing with reserves, note issue, commercial paper, and other banking factors. The questions and answers of the European and Canadian interviews have been published in two volumes, which we believe contain more valuable and complete information in regard to the actual practice of banking in those countries than has ever been published before. The commission has conducted hearings and made inquiries in different parts of this country for the purpose of obtaining opinions of people representing different interests and occupations, as to desirable changes in our banking laws. Public hearings were held in the following cities: New York, Chicago, St. Paul, Minneapolis, San Francisco, Seattle, Portland, Los Angeles, Salt Lake City, Denver, Kansas City, St. Louis, and Washington, while meetings were held by the Pacific Coast Group at Chicago and of the American Bankers Association and its affiliated organizations at New Orleans, which have been devoted exclusively to the discussion of monetary legislation. Invitations have been issued to the commission to attend meetings for securing opinions of boards of economists and of bankers in all parts of the country.

In examining the printed literature of banking at the beginning of our investigations we were struck by the paucity, both in Europe and in America, of material dealing with other phases of the subject than the history of the circulation privilege. It was practically impossible to find at least in English, any satisfactory account of the operations of European banks other than note-issuing banks, any practicing exposition of the great credit institutions or of the organization of credit in other countries, while the literature of banking in the United States was confined for the most part to accounts of the separate State banking systems which existed before the Civil War and to the history of national banking legislation. Until our banking authorities had analyzed the processes and functions of modern banking institutions and cut loose from the traditional methods of banking of half a century or more ago it was not to be expected that the discussion of banking reform would be on other terms than those current in the earlier period. It is a singular fact that most bankers, economists, and legislators who had written upon banking had discussed banking questions in much the same language and from much the same point of view as English authorities who debated banking reform in England during the decades before the act of 1844. The commission, therefore, at the inception of its labors enlisted the services of the world's best experts in a fresh examination of banking in the leading countries as if it is conducted today. Leading financial editors, bankers, Government officials, and university professors in Europe and America and in the Orient, were employed to prepare papers upon the actual operations of banks and upon their separate functions and mutual relations.

The commission has thus collected and published monographs upon banking in England, France, Germany, Canada, Switzerland, Italy, Sweden, Belgium, Mexico, Russia, Austria-Hungary, Finland, and Japan, as well as the United States, which, because of their scope and authority, possess, we believe, enduring scientific value.

By means of special statistical inquiries framed upon a uniform plan and directed to the leading banks of Great Britain, France, and Germany, we have collected more complete statistical information with regard to the banks of these countries than has ever been collected before, while, by a series of special reports from all national and State banks and trust companies in the United States, the commission has been able for the first time to present reports from all of the banks in the country upon a uniform basis.

The commission recognizes the value of the assistance which it has received in the prosecution of its various inquiries and in compiling its data, as well as in the drafting of its proposals. It would be impossible to enumerate all of the bankers, economists, editors, Government officials, business men, and banking and commercial organizations that have generously and patiently cooperated in the work, and it would seem invidious to attempt any selection for special thanks. The list of contributors to the publications of the commission speaks for itself, but we are glad to express our obligations to many others who have rendered equal service in other ways.

The act of May 30, 1908, providing for the appointment of the National Monetary Commission, was a direct outgrowth of the panic of 1907. We shall not attempt to recount the severe losses and misfortunes suffered by the American people of all classes as the result of this and similar crises. To seek for means to prevent the recurrence or to mitigate the severity of grave disturbances of the character was, however, one of the primary purposes of its creation.

We have made a thorough study of the defects of our banking system, which were largely responsible for these disasters, and have sought to provide effective remedies for these and other defects in the legislation we propose.

The principal defects in our banking system, we believe, may be summarized as follows:

1. We have no provision for the concentration of the cash reserves of the banks and for their mobilization and use wherever needed in times of trouble. Experience has shown that the scattered cash reserves of our banks are inadequate for purposes of assistance or defense at such times.

2. Antiquated Federal and State laws restrict the use of bank reserves and prohibit the lending power of banks at times when, in the presence of unusual demands, reserves should be freely used and credit liberally extended to all deserving customers.

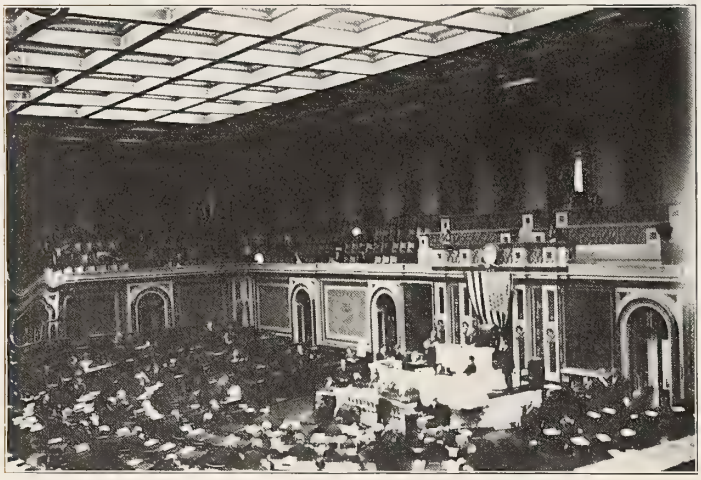
793

Reduced first page of the official paper of the national legislature

"The gentleman from ——," says the Speaker, as the member in question rises, and the galleries hold their breath. The gentleman from —— is a famous orator. The people in the galleries know it, because they have read his burning words in the papers, and have longed for the opportunity to hear them ring through the arches of the House of Representatives.

"The gentleman from —— is recognized for one minute," the Speaker says, and smiles blandly.

The member whose existence has been acknowledged throws out his chest. "Mr. Speaker!" he says. There is a slight pause. "I request leave to extend my remarks in the *Record*," he adds, and the Speaker nods. That is all there is to it. Next day the "home folks" will read the speech, through which may be scattered a little "applause" or "laughter" in parentheses, and flatter themselves that *their* "member" is not afraid to get right up and "bust the trusts" or stand for a reasonable duty on sugar, or whatever it is.



House of Representatives in session — official "reporters" at their desk

Of course, speeches are actually made, sometimes, and the members, most of them, go out into the cloakrooms and smoke. When there is real speaking, on the floor, the official reporters get busy, however, for every word officially spoken must be recorded.

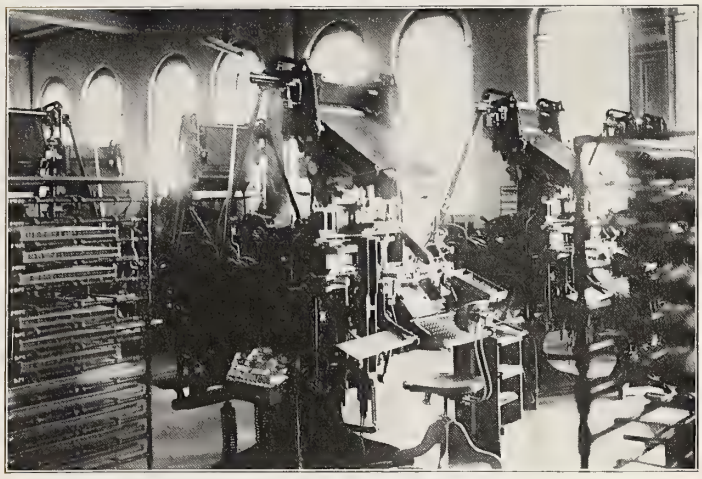
There is a continuous and verbatim record of every word spoken on the "floor" of the House of Representatives and of the Senate since the formation of the Republic, beginning with the first session of the First Congress, 1789, such official talk having been at that time taken down in longhand and, up to 1824, published under the title, "Annals of Congress." In those "good old days" a member would sometimes have to stop and wait for the reporter to catch up, and it has been suggested that this was a not altogether objectionable



Dictating and transcribing notes of House of Representatives proceedings

state, inasmuch as it gave the speaker time to think before he expressed his opinions.

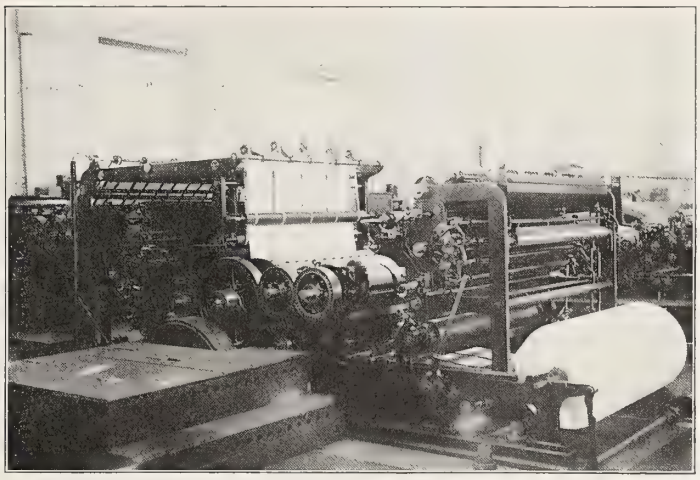
From 1824 to 1837 the words of the lawmakers were put in type under the heading, "Debates of Congress," and from 1837 to 1873 the title of the official report was the *Congressional Globe*. Since the suspension of the *Globe*, the official publication has been the *Congressional Record*.



Linotypes in Government Printing Office used in setting up "Congressional Record"

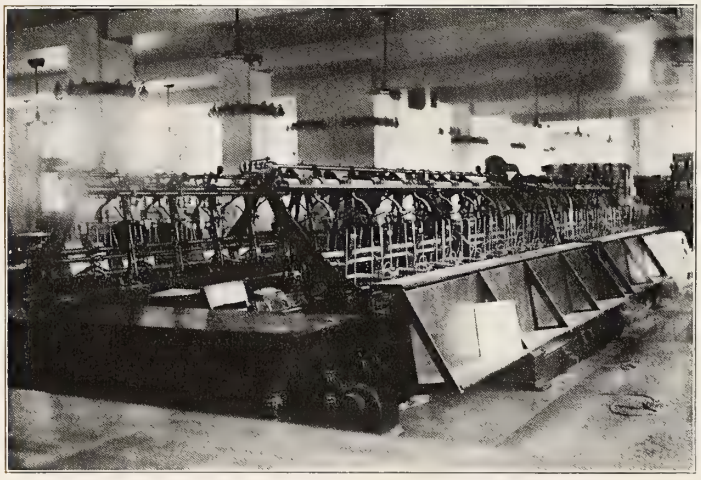
The *Congressional Globe* shows that during the first session of the Twenty-third Congress the Senators and Representatives talked 480 printed pages, but the record of the first session of the Fifty-first Congress occupied 11,000 of the same size pages — and one can draw almost any conclusion.

As regards the Senate proceedings, no word appears in the *Record* not actually spoken on the floor — the Senator must either deliver his speech in person, or have some one read it for him. The need of such a rule in the House is obvious, but it is unlikely that it will ever be adopted, so long as the franking privilege is extended to members. Under the present practice a Representative, after being recognized for one minute, and being given permission to extend his remarks in the *Record*, can make any kind of a political speech, and send it all over the country, in unlimited numbers, without the payment of postage. A most striking example of abuse of the "leave to print" occurred in 1892, when a Representative, after securing leave to print, "extended" his "remarks" by having printed as a part of the "proceedings of Congress" the



The great presses on which the "Record" is printed

complete works of Henry George on protection and free trade. This publication — furnished by the Government Printing Office in unlimited numbers at actual cost of printing and paper, and mailable free of postage — was much cirlated as a campaign document.



The machine that assembles and stitches the sheets of the "Record"

The actual making of the *Record* — the mechanical part of it — is, however, an interesting process. Speed is the keynote from the moment the member or Senator begins to speak to the time the printed copy of the *Record* is deposited in the Washington postoffice.

Placed in front of the presiding officer in both the House and Senate is a table known as the reporters' desk. In the Senate the reporters write their notes seated at this desk, but in the House the reporter rarely occupies the position assigned to him, the hall being large and noise and confusion the rule. The House reporter takes up a position near the member speaking, and moves about as the debate shifts from side to side of the House. These reporters work in turns or shifts of ten minutes, and the accuracy with which they make a report of a debate, with frequent interruptions of the speaker, and amid the astonishing confusion which frequently reigns on the floor, is nothing short of marvelous.



Trimming machine at work on "Congressional Record," Government Printing Office

So soon as a reporter finishes his ten minutes' turn, he hurries to the reporters' room and dictates his notes to a graphophone, which, in turn, dictates to a typewriter, so that a couple of minutes after the member has ceased to speak he is handed a typewritten copy of the first part of his speech, for revi-

sion and correction. So soon as the copy receives the member's approval, it is hurried by special messenger to the Government Printing Office, and long before the day's session is ended much of the proceedings is in type. The six House of Representatives reporters receive a salary of $5,000 each, and earn it. The proceedings of the Senate are reported by contract, at $25,000 a year.

There are many rules and regulations concerning the *Congressional Record*, one of which is that when copy is taken out by Senators or Representatives it must be returned to the Government Printing Office not later than 12 o'clock, midnight, in order to insure its publication in the *Record* of the following morning. Another is that no illustrations, maps or diagrams may be used without the specific approval of the Joint Committee on Printing.

That department of the Government Printing Office in which the *Record* is gotten out is run on a 24-hour-day schedule during the sessions of Congress, and is probably the most exact and speedy printing plant in the world. Mergenthaler linotype machines are used in setting up, and a press especially designed for the purpose prints off, the daily edition, averaging about thirty thousand copies. An ingenious machine collects and stitches the loose sheets, and the only handwork in connection with the making of the *Record* is the wrapping for the mail, the wrappers having been previously printed from stencil.

Each Senator is allowed eighty-seven copies of the *Record* for free distribution, and each member of the House and each delegate fifty-nine copies. It is the universal practice of Senators and members to have their quotas mailed to newspapers and public libraries in their respective States and districts. The *Record* can be obtained by any person by subscription, however, the cost being $8 for the first or long session, and $4 for the short or second session.

Three Local Weeklies That Got Out of the Rut

By JOHN ANSON FORD

FOREST PARK, ILLINOIS, is given unique distinction by having within its borders twenty or more cemeteries. It is one of Chicago's great burying places. Formerly this village was further distinguished by its board of trustees which proposed to finance its administration by taxing the dead — it attempted to raise revenue by means of a wheel-tax on all funerals coming from outside the village. This proposal raised such a great furor among self-respecting people both in and outside the village that it proved the Waterloo of the politicians in power. In that storm of protest a much-maligned but mighty courageous village paper led. This publication had for its motto:

"The public press, no less than public office, is a public trust."

A high-sounding phrase, you say, for the publisher of a local weekly. Yes, but it has been lived up to in a remarkable degree. The motto first appeared on the first issue of *Oak Leaves* (Oak Park, Illinois) about fifteen years ago, and to-day is the criterion for three local papers in as many neighboring communities. At the outset *Oak Leaves* went to the home of a few hundred subscribers. To-day the circulation is four thousand.

It would not be accurately descriptive of these weeklies to ascribe their success entirely to the above motto. O. M. Donaldson, the publisher, attributes it to these features: The policy of public service, the size and shape of the papers, the character of the reading matter (including a strong editorial page) and the quality of the advertising.

Forest Park, a town adjoining Oak Park, has been one of the hardest local newspaper fields in the country. Its six thousand inhabitants are many of them foreigners with small means. Their interest in community affairs has been commensurate with the immediate effect of those affairs on their pocketbooks. Their social and political life has centered around forty-two saloons. The merchants in former years did business with neither advertising nor show-windows, and they have held to their old ideas with a tenacity almost baffling the advertising solicitor. This is the community in which Donaldson started *Forest Leaves* five years ago. It was decidedly a venture. In that community any publication would be a venture that held anti-saloon sentiments, was opposed to rule by a political ring and could not be browbeaten. Though *Forest Leaves* left no uncertainty as to its stand on public questions, it proposed to be first of all a *news* paper. A live, young man was put in the field and he got the news. The paper met with bitter opposition, but little by little won on its merits.

There are few country editors who have started with less than Donaldson. One day back in the nineties this editor-to-be found himself in Austin, Illinois, with a large stock of ambition, but penniless. He had recently come from the East, where his college course had been cut short by circumstances not under his control. He had had reportorial and printing experience and, though without money, as I have said, he determined to start a paper. Borrowing $25, he went into partnership with a young friend whose cash resources totaled the same amount. One partner solicited jobwork while the other executed it on a rented hand press. An increasing business warranted starting a local "sheet" in what was then Austin. This venture, though it lasted less than a year, gave Donaldson funds with which to secure a semi-defunct paper in the neighboring town of Oak Park. He found it a "bleary" eight-page, "patent-inside" affair. The first week under its new editor it came out in pamphlet form, sixteen pages (9 by 12) of book paper, all home-print; the number of pages soon increased to thirty-two, then to forty-eight,

and now there are frequently sixty-four pages, constituting one of the newsiest, cleanest and most profitable local weeklies in America.

The beginning was hard. For months Donaldson was his own reporter, advertising solicitor and compositor. He scoured the town each week on his bicycle; he made a special effort to "clean up" all the events occurring Thursday and Friday, bringing his pages down to the "minute"; then he boarded a train for Chicago late Thursday night armed with data and notes for the making of his copy. In the city, all Thursday night and a greater part of Friday, he sat in the editorial rooms of the publishing house at which he had his paper printed, writing practically the entire paper during that time. The linotype operators looked on Donaldson as an editor with superhuman power. He could make copy — and good copy, too — fast enough to "hang" two machines. This habit of uninterrupted work from Thursday morning until Friday night lasted many months. It nearly cost the young editor his health, but it laid splendid foundations for *Oak Leaves*, and the two papers he started later.

From the first Donaldson has had advanced ideas as to what news is. Scandal and sensationalism have had no place in his publications. Evil-doing is regarded as legitimate news only when the welfare of the community is affected. Oak Park is well-to-do, cultured, and proud of its good name, and there Donaldson's policy has met with pronounced approval. To-day *Oak Leaves*' special carriers deliver the paper to practically every home in the village — it is still a village despite its population of eighteen thousand.

While this success of *Oak Leaves* is a splendidly encouraging example of progressive local journalism, the success of *Forest Leaves* is more striking. It would be difficult to find a greater contrast than exists between Oak Park and Forest Park, yet Donaldson has applied the same principles to one paper that he has to the other. In the less cultured, ring-ruled community the high type of journalism has gained as great popularity as it has in Oak Park, whose founders were, and whose spirit still is, typical of old New England.

At the outset those "gold dust twins" of publishing success — circulation and advertising — were very hard to find in Forest Park. People believed Donaldson was playing a political game; they did not like the size and appearance of his paper (although to-day this is considered a strong feature); they said that to advertise was to drop money into a well. Finally, all other arguments failing to discourage the persistent solicitor, he was told that "Forest Park didn't need another paper anyway."

Forest Leaves began with eight pages of the same style as *Oak Leaves*. It was founded not only on the same business principles, but showed the same news thrift. The villagers were astonished, and secretly very much pleased, to see their names in the new paper. Foes were treated with the same deference as friends. Weddings, funerals, births were recorded in a style befitting

the events — nothing was stereotyped, and there were few mistakes. The frank and accurate reports of village board meetings made the hitherto undisturbed village trustees shift uneasily in their seats. In short, the paper " took." Many new subscribers began by purchasing an occasional copy on the newsstand. Three-months' subscriptions lengthened into " yearlies." From two hundred the subscription list has grown to eleven hundred.

We will not speak of the publishing of Donaldson's third and most recent venture — *The Austinite* — in Austin, now a suburb of Chicago, except to say that it has duplicated the success of the two weeklies already described. The combined circulation of these three papers is now sixty-nine hundred.

Near the three communities served by these publications is a large amusement park. From time to time its manager has sent Donaldson well-written press agent's " stories " about the park, together with assurance of proper remuneration. Donaldson will have none of them. Not that the press agent's matter is untrue or objectionable, but because it is " paid " matter which is to run as news. Railroads, telephone companies, theatrical troops, church societies and women's clubs have tried to break down Donaldson's rule, but have failed. " Advertising is advertising and news-matter is news-matter, and they never are going to get mixed in my papers," is the way Donaldson disposes of a question that has sorely vexed many another publisher. These policies have given this editor power. He is consulted on many public questions. His subscribers — average Americans, busy with their own affairs — have come to look to his editorials for guidance on village questions, whether it be paving, parks, policemen, or public schools. As was to be expected, Forest Park's officialdom has defied Donaldson. But his hammering at its crooked practices never ceased. The episode of the funeral tax, referred to at the outset of this article, proved the last straw. The editor saw his chance and led in a fight against the village board, advocating a commission form of government. The politicians were at their wits' ends. They used autos, drinks, promises and stealthily passed coin to no avail. The people only smiled, for at last they had awakened. In that typical bit of " newer " American democracy leaven had been germinating ideas of self-respect, of community interest, and of patriotism. The local newspaper had done most effective work. The landslide for the commission form of government was incontrovertible proof of the leavening power of clean journalism in what seemed a mighty hopeless lump.

.

It was late one Friday night that we sat in the front office — *Oak Leaves* has grown to the distinction of a " front office " in later years — and Donaldson began to talk of " the business." The last sheet was off the press, and the air was laden with the smell of printers' ink. It was the hour of all hours in a local editor's week when he is ready to muse. Here is what he

told me, and I have a suspicion that in those few words, spoken in an unassuming, friendly way as we leaned back in our chairs, is to be found the secret of Donaldson's success.

"Making money? No, I don't suppose you would call it that. I pay as good wages as I can and get out as good a paper as I can and I have enough to make a fair living. (Donaldson still rents a humble house.) The rest I turn back into "plant." I suppose I shall always be turning the profits back into "plant," but it helps to get out better papers and that's my ambition — not to make money, no, not that, but to get out the best local newspapers in America. Some folks tell me I have succeeded in doing that, but I am not so sure." And then he added: "It will be a sorry day for the papers when we are satisfied with them."

Incompetent Accounting

Cause of More Failures Than All Other Reasons Combined

By ERIC J. EVERETT, C. P. A.

ECONOMIC development of a business enterprise is hampered and retarded through the lack of ability to keep correct accounts of its financial condition and the results of all of its business transactions.

When the accounting system fails to disclose where economies may be effected so that profits may be enchanced or advantages established in meeting competition, the condition is clearly a case of incompetent record-making.

Concerns keeping records of this character are ones from whom ruinous competition is to be feared. They are a menace to business.

The lack of knowledge of the true cost of its product and the actual expense of transacting its business necessarily lead to the acceptance of false prices. It must result in failure as a certainty and there is no avoidance of it in due time.

No business can dispose of its product for less than its original cost and the expense of handling, without impairing its capital. If such transactions are repeated sufficiently, its entire capital necessarily will be exhausted.

Incompetent accounting has been the cause of more business failures than all other reasons combined. Realize what this means to the business world.

Intelligent accounting is absolutely essential to attain success, if success is measured by the accumulation of profits as the result of business transactions.

Economy in business is dependent upon intelligent accounting for future guidance in its development. There is no business that can not make economic gains through intelligent accounting.

The prevalence of incompetent accounting is the direct result of the lack of correct education in the importance of accounting as a business factor.

The accounting records of a business have always been considered an expense, yet in many lines of business intelligent accounting has done more to increase profits than the mechanical inventions have done to reduce the cost of production.

The "Tramp Abroad"

By H. W. DENNIE

IMPRIMIS, I'm not a printer — only a newspaper man — but as such (since one vocation goes to a large extent with the other) I feel qualified in a way to speak on the chances of the ordinary "comp." making his way around the world. And, by way of a summary at the beginning, I would tender Mr. Punch's celebrated advice — "Don't."

In the States, at least in the far West, where I have worked altogether, the printer's chances for work on papers — putting aside jobwork and job-offices — are seemingly about nine million per cent better than those of the "tramp" reporter; at least, I have found it so, and many times I have heartily regretted that I never learned the trade, which, by the way, I consider the best in the world, all things considered.

But, away from the U. S. flag — particularly in the Orient — yes, and under that same flag in most of our "possessions," it's different. For while the reporter does not always tumble into a job immediately, if he knows his work, and behaves while waiting, he is pretty sure eventually to land a "sit" in Hawaii, the Philippines, or even in China, where there is at least one American daily — the *China Press*, of Shanghai, started last August. But the printer begins to encounter cheap native labor the minute he strikes Honolulu, where there are three American dailies; and in Manila, where the same number are published, a worse condition prevails. In China and Japan it's still worse, for in those countries



Leaf from an Anglo-Chinese "Daily Reminder"

the weekly stipend paid native printers would not keep an American typo for a day.

In the September (1911) number of THE INLAND PRINTER was an article by Monroe Woolley on "Philippine Printing Shops," in which he narrated the difficulties of a native printer, who did not understand English, trying to correct an English proof. It might have been added that, in spite of the far-famed "education" Uncle Sam has lavished on those people for the past thirteen years, hardly any of them do "understand English." Reference is made particularly to printers on daily papers. The writer worked several months on the two leading dailies of Manila in 1911, and was plainly told by both his city editors not to make any copy corrections in longhand, because of the inability of the printers to comprehend it.

SCARCITY OF ARTISANS.

PERTH ROYAL COMMISSION.

SOME STARTLING FIGURES.

PERTH, Monday.—The Royal Commission of Inquiry into the scarcity of artisans took evidence to-day. Mr. W. B. Shaw, civil engineer, stated that building and works in the metropolitan district were being delayed and deferred through the inadequacy of mechanics. Buildings to cost £500,000 were in course of erection, and during next year others costing £1,703,000 were projected, in addition to railway works £1,441,000. Reckoning other public undertakings £4,000,000 worth of works was projected for the year.

Mr. W. Leibe, contractor, said he employed on an average 60 mechanics. His building contracts had been delayed through the scarcity of men. One £8000 contract took double the stipulated time to complete from this cause. He had been obliged to refuse a £4000 job through lack of men and had been unable to secure bricklayers at 12s, and stonecutters at 13s to 14s a day. He had applied to the union for carpenters; the minimum was 12s, but a good man would get £4 a week.

The commission adjourned till to-morrow.

From the Sydney (Aus.) "Daily Telegraph"

Mr. Woolley's article refers in glowing terms to the Bureau of Printing — and the plant deserves appreciation. A battery of fourteen Linotypes is installed, and other mechanical appliances are up to date — all of which are operated by Filipinos. True, there are a few American "craftsmen instructors," who get $175 monthly, and a few proofreaders, but it must be remembered that the handful of Americans are all in the civil service, and a newcomer can't always break into Government jobs on landing.

Outside of that establishment, or anywhere else in the Philippines, the American printer would starve to death. In the fall of 1911 there were just two Linotypes operated in the entire archipelago (excluding the Government plant), these being in the composing-room of the *Cablenews-American*, the leading morning daily of the country. (I might add that up to October, 1911, no dailies existed in the Islands except in Manila.) Every man in that room was a native; so were they in both the other daily offices. Ditto in the job-shops, and, of course, in the Filipino paper offices. Out of curiosity, I asked the city editor of the *Cablenews-American* what the operators

got, and my recollection is that he said two pesos, which is a dollar gold, a day. But in a city where the street-car men get 85 cents for ten hours' work, carpenters 75 cents to $1, common laborers 50 cents and other callings in proportion (all natives, of course), printers' wages are not surprising. Naturally, hand compositors receive less than machine men. So much for the Philippines.

In China, as far as the writer knows, there is not a machine in existence on a daily paper. Even the only American daily — the *China Press* — at this writing (December, 1911), depends entirely on hand composition, although the publishers get out a very good sheet of ten to twelve pages six days a week, including a twenty to twenty-four page edition on Sundays. To an American it is, of course, the only readable paper in all China, practically all the rest being British, and sticking to their time-honored methods of "reporting," in conjunction with having the front page filled altogether with advertisements, and frequently the second and third. The *North China Daily News*, of Shanghai, the leading British paper in North China, has its first four pages all devoted to advertisements. All the composition is done by Chinese, who work cheaper than the Filipinos. A stray proofreader, or even a foreman experienced in Oriental methods, might possibly obtain work, but Americans stand very little show with British papers under the best of circumstances, either in China or elsewhere. Japan is as bad as China, if not worse, as far as American "prints" are concerned.

In Australia or New Zealand an American might secure work if he were satisfied with the wages. I noted recently in an Australian paper — a special edition of the Perth *Western Mail* — the government scale for all kinds of trades and many occupations; and if my memory is not at fault, the figures for printers were 52 shillings a week, which means $12.48. Notwithstanding the fact that living may be a little cheaper than in the States, I don't believe those figures would appeal very strongly to the average American printer.

Perhaps the accompanying extract, from the Sydney *Daily Telegraph*, of September 26, 1911, while not applying to printers, will give an idea of Australian wages. When bricklayers get $2.88, and stonemasons $3.24 (two of the highest-paid trades of the States), printers can judge accordingly. No reference is made in the article to other foreign countries, because in virtually all others — England excepted, of course — a man would have to learn the language of the country before he could do much of anything.

These statements are given merely to warn good Americans of the futility of foreign travel on the strength of their trade alone.

I fancy the proper means for increasing the love we bear to our native country, is, to reside some time in a foreign one. — *Shenstone.*



IN THE FOREST OF FONTAINEBLEAU

From painting by John F. Earhart, the printer-artist

The delicate atmosphere of the original painting can only be suggested by the three-color process, and as the original is intended to be viewed at a little distance the value of the reproduction must be considered in the same way.

Engraved and printed by The Henry O. Shepard Company, Engravers, Printers and Binders, Chicago. Duplicate plates for sale

Editorial

LABOR always has been and ever will be the great and paramount question. Not until the employer and the craftsman can meet eye to eye to consider their common interests, with the means on either side successfully to attack chicanery and injustice, will the organizations come to unity of purpose and action for their common good and for the advancement of the craft.

"CHEAPER to buy it than to make it," said a salesman recently. And he was speaking of printing-house products. It was a rather striking way of stating what is trite. And the set of facts on which the expression was predicated was equally thought-provoking. The speaker cited the case of himself and others who had held responsible managerial positions, and abandoned them to become salesmen or brokers. He averred that they were making more money in that capacity than as producers. The explanation is found in the opening sentence of this paragraph. There is no chance to doubt the truth of the assertion. It proves again in new garb that graphic-arts men do not really know the market value of their work. If they did, then they would get that value direct from the customer, and not sell to a third party for a profit percentage less than the value named by the severest test — price on the market.

IT has been said by way of reproach that the printer's advertising is poor and ineffective in quality. At first sight, and considering the average, a plea of guilty will have to be entered, as the evidence is strong, if not overwhelming. But some of the very best advertising emanates from printing-offices — that is, speaking of the artistic and mechanical features. It may be that the criticism, often heard, that this advertising does not "pull" is applicable to the finished catalogue as well as to the indifferently printed booklet. If this be so, we do not have to go far to seek the possible reason. In part, it is probably found in the fact that printers usually do their own advertising, which is frequently a most difficult undertaking. Saturated with all the arguments in favor of printing, the writer scorns to use them because he regards them as trite and self-evident, forgetting that they may be a novel message for the prospect. Even if that elusive personage had heard or read it previously, the circumstance may have been occasional and not sufficiently frequent to carry conviction. It is well-nigh impossible for the man immersed in making printing to grasp the viewpoint and comprehend the limitations of the buyer. Another factor is that the printer is not selling goods out of stock. He contracts for jobs, as it were. Every order has its peculiar problems and a certain individuality, which adds immensely to the printer-advertiser's troubles. It has been observed that the nearer the printer comes to stock propositions, such as letter-heads, envelope-cards, etc., the better the results from newspaper and other ordinary forms of advertising. If the practice of printers in advertising is not in line with their precepts, it must be conceded that their advertising problem is entirely different from that of the ordinary successful advertiser.

SOMEWHERE during the past few years the printer has freed himself from the bonds of "style," which once dominated all his efforts at typographical arrangement. Time was — and not so long ago, either — when the job-compositor or ad.-man felt that his work was not up to the proper standard unless it closely followed the prevailing "style." If the style at the time happened to call for heavy type-faces, heavy type-faces were used, regardless of the nature of the work in hand. If the prevailing fad was for a text letter of some kind, text letters were used indiscriminately. But we have grown away from this foolish practice. A piece of work is now judged by altogether different standards than those of popular fancy, and one is free to use such type-faces as he sees fit, panels or no panels as he chooses, and such general arrangement or design as will in his judgment best present the subject. As a result the compositor, relieved of the necessity of trying to follow the "style," devotes his attention to the most appropriate presentation of the subject, and the quality of printing as a whole is accordingly improved.

EVERY small job-printer, every solicitor of printing knows that he can not have too many advertising kinks on the tip of his tongue. Many and many a journeyman working at his trade feels that he has within him the stuff out of which ad.-writers are made. He hesitates to declare himself, feeling that his knowledge is lopsided — too much emphasis having been given to the mechanics of advertising. There is reason for his timidity, but there is no good reason why he should remain a bond slave of his lopsided limitations. He should study the other side — the art of ad.-writing and the purpose of it. The reader who desires to study the fundamentals of advertising can not do better than follow the series which began in the February issue. The articles and the opportunity for instruction by correspondence make one of the best offerings we have ever been able to present to our readers, and we are hopeful of helping many to better things through this opportunity.

Printing Plants in Public Schools.

Public-school boards in many American municipalities are discussing the advisability of installing small printing plants in the various schools under their jurisdiction. A number of these boards already have taken action, and in some localities where plants have been in operation it is reported that success has attended the experiment. In the majority of schools, however, where the plan has been put into effect, sufficient time has not elapsed to determine whether success commensurate with the necessary expenditure of time and money will attend the new departure. At any rate, it can be said that there is a wide difference of opinion concerning the innovation, although much of this is brought about by disagreement as to the objects to be attained, with the natural result that various and conflicting methods are recommended for the conduct of these school print-shops.

The subject is a perplexing one and should have the earnest and patient thought of all citizens who feel an interest in the progress of education. THE INLAND PRINTER has not deemed it the part of wisdom either to encourage or discourage the movement. It recognizes that in no other field of human endeavor should there be accorded greater latitude for research and experimentation than in the work of public-school educators. This is not to say, however, that suggestion and friendly criticism by the layman are not desired or necessary. On the other hand, the true educator will welcome open-minded discussion by the public of all questions bearing on the work in which he is engaged, and we trust that printers will keep in mind not only the best interests of the printing art, but the welfare of the American schoolboy when shaping their attitude toward vocational training in our public schools.

The American Cost Commission.

The esteemed *Bulletin* of the United Typothetæ contains an editorial announcement saying that the "American Printers' Cost Commission has ceased to exist." As forecast in these pages some months ago, the cost committee of the United Typothetæ will assume the duties that have heretofore been discharged by the cost commission. The passing of that body sees the end of a remarkable organization, which rendered an invaluable service. Originating in a mass-meeting that was called rather hurriedly, and which did not appear to have any purpose beyond being a pow-wow on costs, the commission began an agitation which stirred the trade from the most northerly to the most southerly extremity of the continent. Its vibrations were felt across the seas to such an extent that echoes of its doings were heard in Spain.

Under its direct supervision employing printers were induced to attend meetings in unprecedented numbers. Out of these grew sectional meetings that were larger than the "parent" assemblages.

Though results of educational work are proverbially slow, the decadent commission was the instrument through which the trend of thought in printerdom has been changed. Hundreds — let us hope thousands — of men look on life and their life-work from a different and better angle than they did four or five years ago. Old ideas have been abandoned. The community-of-interest spirit has very largely superseded the old idea that business is bloodless guerrilla warfare. Apart from its insistence on better commercial methods, the commission has been a preacher of a higher standard of living for printers, which is, after all, the basis of true advancement.

Probably the most important accomplishment of the commission was a by-product, something not mentioned in programs and rarely referred to in the intensely earnest speeches made under its auspices. In the interchange of opinions a spirit of amity was developed not only between individuals, but factional rancor was stilled. True, an attempt to form one organization failed at Denver, but even in the heat of controversy there was but a slight manifestation of that bitterness which one would naturally expect in the circumstances.

Perhaps unique among industrial organizations, the American Printers' Cost Commission has performed a great service for a great industry, the value of which we are only beginning to see,

for it is a service that is cumulative and will increasingly benefit the trade and society.

The men who devoted their time, energy and talent in producing these results have made the craft their everlasting debtor.

Cooperation the Printer's Hope.

Inability to comprehend what forces make for progress in business or in society probably is the greatest barrier to a fuller and still more effective development of trade and civilization. To prove this assertion, we have only to glance at the history of the printing business. More than half a century ago a handful of journeymen printers discovered that cooperation was the only means through which they could effectively better their condition. It is not likely that these early-day printers gave much thought to the problems of the print-shop owner: such were affairs of the owner himself. But they saw that their own material and moral well-being demanded a shoulder-to-shoulder policy. And with courage and persistence the journeyman printers of America, through that policy, have been remarkably successful in bringing about better conditions in the workrooms and a more adequate return for their labor.

With this example of the efficacy of cooperation right under their very noses, employing printers were unable to recognize its value in solving their own problems. Instead, many of them were in favor of directing their energies toward preventing even their employees from cooperating.

Now, after all these years, employers are just beginning to see the light. The process of education has been slow indeed. It has been hard to leave the "calf path." The idea of sitting down with a competitor and talking to him about one's business affairs — such outrageous violation of "good business principles" was entirely out of the question. This was the old position, and some are still clinging to it.

But the pioneers of the get-together movement are gratified to know that the printer's hope — cooperation — is gathering force with each succeeding year, and the time is not far distant when the cooperative uplift, began so many years ago by a few journeymen printers, will envelop all of printerdom.

THE "ONE-TIME" AD.

The "one-time" advertiser abandons the field right after the sowing, and the weeds of public forgetfulness grow over his immature plant. To be sure, there are exceptions to this rule. Some "one-time" advertisements are highly productive, just as some seeds yield crops a hundredfold with practically no care or attention having been bestowed after the planting. However, these only prove the rule.— *John A. Reddan.*

Written for THE INLAND PRINTER.

THE WAHNETA; ALSO THE INSURGENT.

BY JOE M. JOHNSON.

THE Wahneta is the "bogy man" of typographical union politics. He stalks through each recurring campaign, and, while his enemies revile and denounce him, he goes quietly down the line garnering votes, and, as a general thing, he garners a-plenty. Yea, he even garners the vote of the insurgent, but the insurgent doesn't know it.

So much for Wahnetaism as a feature of union politics. It will be mentioned again further on.

Wahnetaism may be likened unto religion, in that it is "a warp running through the weft of human history." There will be no attempt to trace the resemblance further.

The practice of Wahnetaism — in one form or another, under one name or another — is as old as the human race. Moses was a Wahneta; King Solomon and Hiram of Tyre were Wahs, as was also the Apostle Paul, the last named being first an insurgent.

Any man is a Wah whom you, from your standpoint, choose to designate as such; and Wahnetaism is wherever you, from your standpoint, choose to find it.

From the standpoint of law and order, Sitting Bull, Geronimo and Chief Joseph were insurgents, but members of their respective tribes regarded them as Wahs.

It was Wahnetaism that prompted kings and emperors to form ministries. The formation of cabinets by presidents of republics is an outgrowth of the same prompting, and the caucus of political parties can be charged also to the spirit of Wahnetaism.

When Christ came on earth as a preacher and teacher, he realized the magnitude of his task; he knew that he could not preach to all people of all nations at all times; he knew he could not live in all ages; he knew also that he could not trust the mob. So he designated and called together the twelve apostles, and sat in council with them, and taught them the things that he wished passed on, bidding them "go to all nations and preach the gospel."

The twelve apostles formed the first circle of Christian Wahnetas of which we have any record.

Many will declare in picturesque English that there hasn't been a Christian Wah since, but due allowance should always be accorded the visual perspective of the orator. Occasionally one acquires new glasses and gets a different view.

His brothers sold Joseph into Egypt because he was a Wah — that is, he was his father's favorite, and that fact, to the brothers, meant Wahnetaism. Joseph suffered the loss of wearing apparel and other hardships, but withstood temptation and remained a Wah, and afterward he had those same brothers eating out of his hand, and they were glad to do it.

The Wah of to-day may have been the insurgent of yesterday; the insurgent of to-day may become the Wah of to-morrow.

Wahnetaism is seldom acquired by seeking; it is usually thrust upon one.

When the angel of the Lord appeared unto Gideon and told him to do battle with the Midianites for the delivery of oppressed Israel, Gideon little dreamed that he was about to become a Wah. He went forth to battle, armed only with a pitcher, a torch, and a trumpet. (The Wah of to-day uses neither torch nor trumpet.) After Gideon's victory he was a judge in Israel for forty years. If he had been an

insurgent, the rollers would have been put under him in one-twentieth of the time.

The Wah may be likened unto the serpent, in that he hath wisdom, and his wisdom is generally susceptible of practical application; and again the Wah may be likened unto the serpent which declines to die merely because his head has been bruised. Other similes might be suggested, but there is no desire to overwork the serpent.

Wahnetaism may not harmonize with the strict letter of the law; it may not appeal to the loftiest sentiment of man; it may not catch the highest moods of nature, but it does catch votes. And the desire to catch votes is a malady with which both Wah and insurgent have been afflicted for so long that the memory of man runneth not to the contrary.

The Wah does not look with favor upon the practice of exchanging horses in midstream; he knows somewhat of the virtue of adhesion; some claim that to be his specialty. Anyhow he has been known to hover near unto a good thing, and apparently reck not of the flight of time.

The Wah is a modest man; and none there be who come in his name, saying: "I am he." He doesn't declaim from the housetops. He doesn't hire a hall and hold open meetings. He doesn't rush into print with a list of officers and declarations of intention. He doesn't depend upon hysteria to evolve either man or measure, and he doesn't "tin-pan" to victory either man or measure. In short, he appears to be absolutely indifferent to the advantages of publicity, but when the day comes for counting noses he is seldom caught between the bases.

The difference between the Wah and the insurgent is that the former is practical and the latter is not. And again, the difference between what they stand for, respectively, amounts to the difference between success and the lack of it; also it is the difference between good politics and bad politics. And in all conscience both are sufficiently bad.

The insurgent, whom you love as a brother, will some time come and tell you that there was once an organization of Wahs at Pohick, and that he broke it up — disbanded it. You can readily believe him, because you know he is truthful, but he overlooked the fact that the Wahs at Pohick didn't know they were disbanded — and they are there yet. The individual Wah can be eliminated, but the spirit of Wahnetaism will abide with us all the days of our lives.

There are those who proclaim with much emphasis that there is actually an "Inner Circle" of oath-bound culprits, whose members are deserving of things not only unpleasant but unprintable. They frequently wot not of what they proclaim, and the Wahs won't tell; but in spite of all bickerings and misunderstandings; in spite of all protests, all proclamations, and all preachments, the practice of Wahnetaism still obtains, and, directly or indirectly, it touches every phase of human endeavor. The typographical union has no monopoly of it.

Incidentally the insurgent means well. He is zealous, and, as a general proposition, thoroughly honest in his convictions; he is also a necessity in that he is a check upon possible abuses; also he has been with us from the beginning, and he will remain. But he declines to be practical. Politically, he doesn't know the game, and he will not learn it. He will not organize; he will not agree with his fellows on a policy; he will not work and vote in unison with his fellows for man or measure. Presenting an unbroken front to the opposition is not in his scheme of politics. In rare instances he rides into office on a wave of discontent, but the ebb tide takes him out, and the recurring tides fail to return him. There is usually a harvest of bitter apples awaiting the man who doesn't know the game.

The Wahneta is an aged campaigner, and he attended the birth and christening of the typographical union. The two have come down to us hand in hand, and they will march down the years in the same fashion, and neither one will ever die. It is as impossible for an organization to live and thrive without Wahnetaism as it is for a mob to live and thrive on fury and disorganization. It may simply be a gentlemen's agreement; it may be both ritualistic and oath-bound; or it may have been incorporated in New Jersey. There is ample justification for either of the three conditions, for in some manner or form — under some name or no name — it is a necessity.

It is left to the individual to decide for himself whether the typographical union is good or bad; the individual will decide whether, as an organization, its importance in the world is something of which he is proud or ashamed. But, whatever his conclusion may be, the fact remains that the typographical union to-day is simply the result of the wisdom, good management, and old-fashioned horse sense of successive administrations of Wahnetaism. And that doesn't mean that all or any International Typographical Union official was ever illegally affiliated with an "Inner Circle," but it does mean that prosperity has resulted from well-directed, judicious management.

Wahnetaism has placed, in round numbers, fifty-six thousand names on the membership roll; it is responsible for nine-tenths of the legislation, and if the insurgents got by with the other tenth, it was because the Wahs didn't care.

Lest we forget, the Wah is not perfect; he sometimes becomes arrogant as he becomes powerful; he sometimes uses power vindictively; he makes many mistakes, but dying is not one of them; he sometimes meets defeat, but he doesn't forget to be practical, and he generally puts some of his candidates across at the next election.

So, after all is said and done, it resolves itself into personal opinion. The individual will decide for himself whether he approves or disapproves of Wahnetaism. Whether typographical union affairs have prospered by the aid of Wahnetaism or in spite of it will also be the personal opinion of the individual. A fair decision, however, can not be arrived at without consideration of progress achieved, nor without giving due credit to those who have made that progress possible. In order to do that, bickerings, prejudice and the personal element should be eliminated — and the personal element is the bitterest pill in the box.

The typographical union has fairly good trade conditions, with comparatively few in idleness; it has a home for union printers who are tubercular, aged, afflicted, or destitute; it has a liberal mortuary benefit; it has a goodly fund for the payment of pensions to those having reached the age of sixty; it is a leader in industrial education, and, finally, it has an eight-hour day that cost nearly two millions of dollars.

These be great riches, and hysteria didn't produce them.

COULDN'T PROVE IT BY CASEY.

The case concerned a will, and Casey was called as a witness.

"Was the deceased in the habit of talking to himself when he was alone?" asked the lawyer.

"I don't know," replied Casey.

"Come, come; you don't know, and yet you pretend that you were intimately acquainted with him?" said the lawyer.

"Well, sir," said Casey, "I never happened to be with him when he was alone." — *National Monthly.*

A Study Course in Advertising

LESSON II.— BY DAN E. PARIS.

AMONG advertising men the word "copy" is understood to mean the text or "wording" of the advertisement, in distinction from the display. To a printer "copy" means that which is to be "set up," including display and illustrations, so that those students of this course who are printers must keep in mind that the advertising sense of the word "copy" is restricted to the text matter alone.

Of all the work to be accomplished in planning and writing advertisements the preparation of the copy is probably the most important. And it is a stumbling-block for many advertising men. The chief trouble lies in their failure to learn or recognize the fundamental principles which must be applied to the work. There is a mistaken impression held by many that literary experience is required. So-called clever writing and rhetorical effects are sought by the novice, and often by the untrained advertising man.



Most every one who reads this advertisement will want to take the trip. The copywriter has succeeded in creating desire.

Let it be understood here that good copy is the result of an understanding of human nature and the article to be advertised.

To gain a working knowledge of human nature will seem a gigantic task at first glance, and were this knowledge to be sought without careful guidance there is little question but that the student would quickly find himself troubled and perplexed. For the first time in the history of advertising instruction a definite and practical method has been found of teaching the student to recognize the sources of action in the mind which lead to desire, and therefore to acquirement or purchase.

With the exception of the barest necessities of life, acquirement, or purchase, as we shall call it hereafter, is always preceded by desire, and it is largely with this basic truth that we are concerned. The fulfilment of desire is restricted by two conditions: by the limitations of income and by unwillingness to part with money. In either case it is necessary to arouse desire to the highest pitch, for where the income is limited the process of selection enters, and that for which the strongest desire has been aroused will be purchased to the necessary exclusion of those things less desired; where there is an unwillingness to part with money it is obvious that desire must be strong enough to overpower it. It will be seen, then, that the phases of human nature with which the advertising man must deal are those sources of action ending in desire.

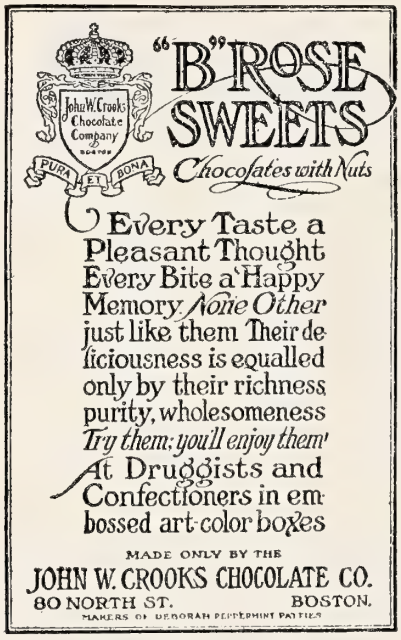
Sources of action may be divided into six primary groups. In the study of these as they are given here it must be always borne in mind that each group is subject to innumerable subdivisions. Some of these subdivisions are illustrated in the explanatory matter which follows each listing, and the student will experience no trouble in classifying other subdivisions when he has mastered the six primary groups.

Group No. 1.— *The love of pleasure and the aversion to pain.* It is argued that all desire may be traced back to this single group. From an academic standpoint there are some grounds for this stand, but for purposes of practical analysis it is better to accept the restricted scope, and credit the thoughts of pleasure and pain with only those desires that seem to emanate from the feelings commonly understood as "pleasure" and "pain." For example, the desire for a spin through the country in an automobile, or for the comfort of a well-padded leather office chair, or the enjoyment of a good novel, may be credited to pleasure. On the other hand, if in writing of the leather office chair we point out that good office furniture lends an appearance of prosperity which will help in getting business, we should credit the desire to get business, to which we are appealing, not to pleasure, though it may be called a pleasure to get business, but to Group 6, which, as we will shortly see, is the more immediate source of the desire in question.

The chief desire credited to the aversion to pain is the

love of health. On every side we find examples of the profitableness of this appeal. The aid that chewing gum is supposed to give digestion is exploited fully as much as the flavor of the gum. There is hardly an advertisement of a food product that does not contain some reference to health-giving properties of the food, and many campaigns are based upon this appeal.

Group No. 2.— *The gratification of the five senses of taste, smell, sight, touch and hearing.* The principal appeal under this group will be made to taste, sight and



Note the appeal to Group 2. The copy-writer has endeavored to make the reader's "mouth water" for the confections.

smell. A food or delicacy must taste good, it must look inviting, and, lastly, if it has an odor, it must be pleasing. For instance, the following line makes little appeal:

Figs, 20 cents per pound.

The copy-writer having an understanding of human nature would make his appeal more on this order:

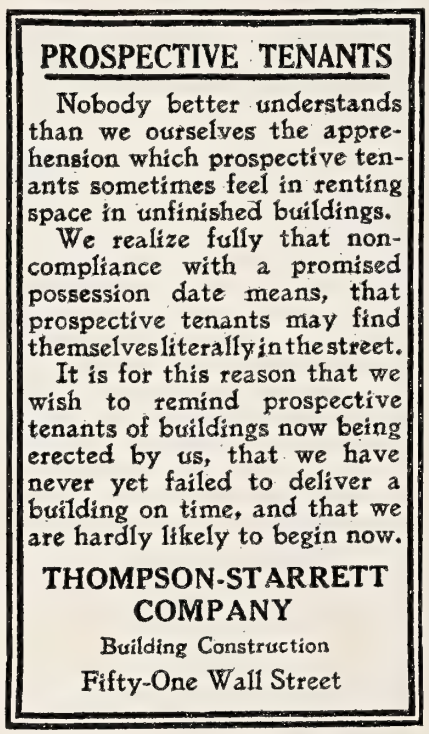
Full, rich Smyrna Figs, fresh and fragrant, in original wooden cartons — free from handling and dust, 20 cents per pound.

Group No. 3.— *The love of commendation, praise, glory and esteem.* The appeals under this group are many and varied, and yet they must be made tactfully and with great care. There is little doubt but that with many people the greater part of the desire to possess beautiful china, fine furniture, and similar articles is caused more by the effect they will have on others than by the actual knowledge of possession. So it is with clothes. The average well-dressed man or woman enjoys, consciously or not, the effect of the raiment upon others vastly more than its effect upon himself or herself. Elegance in dress is infinitely more appreciated at a notable reception than at a camp in the woods. In advertising to the rural trade, where the ideas of the people are to some extent primitive, less suppression or delicacy is required; but, as a general rule, the appeal should be of a suggestive order rather than a bold statement of fact.

Group No. 4.— *The love of property or of gain.* The appeal in widest use under this group is made to the bargain instinct, and that it has been carried too far is an opinion gaining ground with many leading merchants. At the same time, as long as it continues to attract trade it will hold a certain measure of its popularity. There is a strong desire in most minds to gain something for nothing, or for less than is supposed to be its face value, and this is taken advantage of not only by the bargain advertiser but by the promoter of all manner of get-rich-quick schemes.

Then there is the legitimate love of property and gain which is shown by the manufacturer who buys an office system enabling his employees to accomplish more work in less time, or by the printer who buys a device for cutting the cost of production, or by the householder who buys a furnace that will cut down the consumption of coal — in fact there are so many methods of appeal and they are so easily perceived that it will be sufficient to caution the student to make his subdivisions broadly between the commendable and the uncommendable desires for property and gain; or, to bring out the meaning more clearly, between the petty avarices of the bargain-hunter and the more material and praiseworthy economies of the intelligent man or woman.

Group No. 5.— *The love of power.* With this group the copy-writer will find himself the least concerned, because there are few things likely to be advertised which will materially gratify this desire. However, we all love power, and, in a small way, are susceptible to a suggestion of



This copy suggests reliability in a concrete way and brings out an important element of appeal to the prospective tenant.

that which might bring us more. A well-known clothing house now conducting a national advertising campaign uses this appeal by showing that a well-dressed man will be given more power by his superiors than his less prepossessing fellow workers. Educational institutions point out the power given by knowledge and training. The appeal to the love of power is strong when it can be used, and should not be overlooked.

Group No. 6.— *The attachment of relations.* As between parents and grandparents and children, between

man and wife, etc. Under this group come the selling of life insurance, the education, care and desire for the happiness of the child. There are so many things that will add to the health, comfort and happiness of those who are dependent upon us or of those whom we love that the appeal here is wide. Moreover, it is a strong appeal, and the copy-writer will do well to give it his fullest consideration.

Before the actual preparation of the copy is begun the copy-writer should outline clearly in his own mind just what appeal is to be made. To do this successfully he must analyze his article for those elements which, from his study of human nature, he judges to be most likely to arouse desire. These are called elements of appeal.

A great deal of thought and care should be put into the analysis of the article for its elements of appeal. It is like the architect's plans — responsible for most that is good in the finished structure. As an example, we will illustrate the steps to be taken in the preparation of an advertisement for, say, a steel filing cabinet.

The first consideration is, Shall we direct our appeal to the general business man and point out the desirability of a systematic and efficient filing system, or shall we confine our appeal to present users of filing devices and point out the superiority of steel over wood? Upon thinking the matter over, it seems that there are enough present users to make the appeal to them profitable; that the use of steel devices is new and therefore likely to bring quicker returns and credit to the store for keeping up to date; that if a present user is convinced his order will probably be larger than that of a beginner, and that we may secure an advantage over our competitors, or, if they are pushing steel devices, prevent them from gaining upon us. So our analysis will be confined to the superiority of steel over wood.

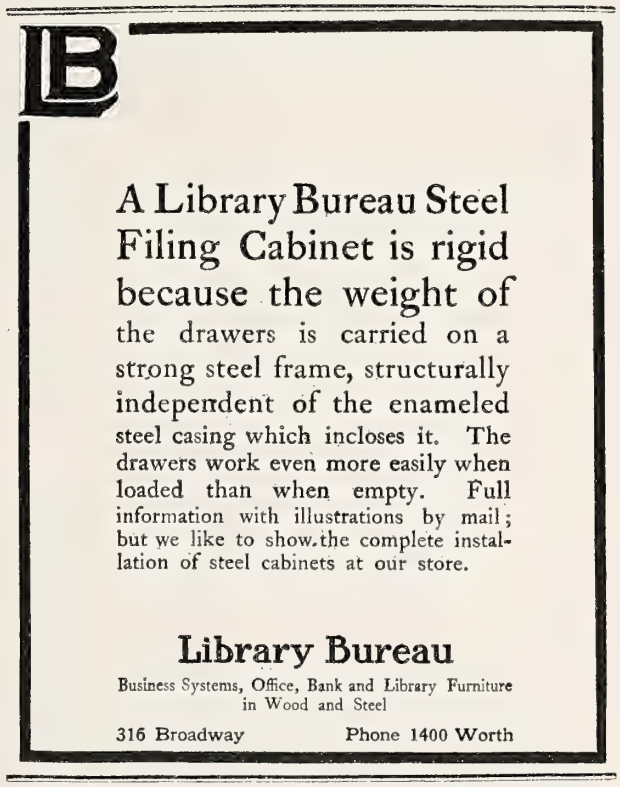
What gives this superiority? Chiefly, the protection of valuable documents and books from the ravages of fire. We see at once how we can appeal, under Group No. 4, by showing the great loss that would be sustained by the destruction of vital records.

But the idea of steel is new, and we must be prepared to meet the objections that always arise when an innovation is proposed. We find that in the brand of cabinets we carry there are no rivets, bolts or nuts exposed; that the ends are rounded and pressed together so that it is absolutely impossible to pull them apart; that, therefore, there are no cracks and rivets to work loose. So much for durability.

For appearance we find that our cabinets are made to match oak and mahogany so closely that it is practically impossible to tell them from wood; that where steel cabinets are used throughout, the regular steel finish is more attractive than wood; that the finish is so applied that it is much less likely of defacement than wood, and retains its original color permanently.

For convenience, we find that nearly all wood devices may be duplicated in steel; that they come in units, so that you buy only what you require, and add more as needed; that the finish of steel is nonabsorbent and much easier than wood to keep clean.

After the analysis has been made in as thorough a manner as possible, the next step is to decide what elements of appeal are to be used, and which ones emphasized. Here is where practice will bring perfection. The work on copy up to this point has been, to some extent, automatic, though important, but now the student must cultivate his advertising sense. In preparing the advertisements called for in the questions at the end of this lesson, and at the end of the others to follow, it must be always borne in mind that copy is salesmanship in print; that just those things which the successful salesman in the store says to his customer face to face should be put on paper. We do not want to make this seem hard, for our instructors in criticizing the work on the questions will so drill the student that his "advertising sense" will be thoroughly cultivated before the course is finished, but we do want to point out that copy-writing is not a matter



This is one of a series, and but one element of appeal is emphasized. In a general advertisement it would be better to include other elements.

of "slinging English" and "classy" writing. Fundamentally, the man with a purely literary talent is not commercially inclined, and will not make a good advertising man. A man may entertain the public with clever stories, he may write so interestingly that every one will gladly read and linger over his work, but he may not be able to sell a dollar's worth of goods; he may, and probably does, lack the salesman's instinct.

Eminent authorities in the advertising world say that copy-writers are *made*, not born. We want our students to realize this. Confidence plays an important part in the battle of life, and if our students will remember that study and work are all that are required to make them proficient and successful in their chosen field, we need have no fear that they will not prove a credit to the school. Right here it may be well to add that we can teach a student, guide him, and help him over the hard places; we will spend all the time with him that he requires, but we can not make him work. That is "up to him." Fortunately, most men who are interested in advertising are keen and progressive, the very nature of the work arouses ambition and enthusiasm, and it is a pleasure for us to work in such an atmosphere.

In making the analysis of the article for its elements of appeal, general statements should be avoided and specific

facts sought after. An examination of the article, a talk with the buyer, and study of the manufacturers' catalogues and literature will suggest specific facts. In the case of the steel filing device, for example, it means little or nothing to say "very durable." But to say that steel devices work better the heavier the load; that the hidden parts are enameled to prevent rust; that a test was made which demonstrated a steel drawer could be operated twenty-five thousand times without showing appreciable wear, against five thousand times with wood construction; these things convince, where general statements fail. Reasons that ring true sell goods.

In connection with the use of specific statements, it must be kept in mind that not all articles are subject to being sold on points of material, construction, etc. In advertising diamonds the perfection and brilliancy of the gem should be used to create desire, but to bring the prospective to a purchasing point, the reliability of the jeweler is just as strong an element of appeal as a specific point in connection with the diamond itself — this is an appeal to Group No. 4, for the love of property or gain naturally includes an aversion to loss.

In most cases the price of an article is a factor in making the sale. Regardless of whether there is any suggestion of the bargain or not, it is generally best to quote prices, because they give a completeness to the appeal which tends to make decision easier and therefore more frequent. Many people hesitate to ask a price, fearing that it would be larger than was expected; but, if they knew, they would accommodate themselves to the purchase. It is not always possible to quote a definite price, and a general listing as "from $1 to $10" is necessary. However, care should be taken to avoid giving the impression of expensiveness, and even a general listing should be kept within the bounds of the usual purchase. For instance, a store may carry three or four heavily gold mounted and engraved fountain pens selling as high as $25, but it would be very unwise in a general fountain-pen advertisement to list the goods from $2 to $25, when their average sale was from $2 to $6.

QUESTIONS.

1. Why is it necessary to arouse desire to the highest pitch?

2. Select five articles that make their appeal to Group No. 1, and give a brief reason for your selection.

3. Clip four newspaper advertisements that you consider good, and indicate the group or groups to which they make their appeal.

4. Make a complete analysis for elements of appeal of one of the five articles selected in answer to question No. 2.

5. Write (including heading) and lay out an advertisement for the article you analyzed in answering question No. 4.

6. Write and lay out an advertisement for a fountain pen.

7. Why are specific statements preferable to general statements?

8. Can all goods be sold upon points of construction, material, etc.?

9. If you answer question No. 8 in the negative, name two articles which can not be so sold, and give reasons for your decision.

10. What do you think about quoting prices in advertisements?

THE GROWTH OF ELECTRICITY.

The elimination of waste is the problem which every modern business man is trying to solve. Man has learned how to generate gigantic power by the use of running water, steam and gas, but much of it has hitherto gone to waste on account of the difficulty of subdividing it. When only one or two machines in a factory are in use, it is often necessary to expend enough power to drive every machine in the shop. Until the development of electric generators and motors it was impossible to subdivide power, except by the use of separate engines, which made the cost prohibitory. Electricity has proved that it can divide power as can nothing else.

The rapid growth of the use of electricity is evidenced by the fact that of the hundreds of thousands of students who have taken courses at the International Correspondence Schools at Scranton, Pennsylvania, 225,070 have taken courses in electrical engineering as against 126,788 who have taken courses in mechanical engineering and 124,045 who have taken courses in steam engineering. The Electrical Engineers' Handbook, published by that institution, points out that the individual-motor drive, under ordinary working conditions, is more than three times as efficient as the line-shaft-and-belt drive. It says: "The power required to drive the line-shafting and belts in a factory where the motive power is all in one source is about equal to the power required to drive all the machines in the shop at their maximum output; that is, if all the tools working simultaneously at maximum output require one hundred horse-power, the belts and shafting will require about one hundred horse-power more, and this power, which is all lost in friction, must be supplied all the time, even though only a few of the machines are working. On the other hand, if, in the same shop, each tool is equipped with a motor, only about forty-three horse-power will be lost in transmission from the motive power of the dynamo to the tools when they are all working at maximum output; that is, one hundred and forty-three horse-power is consumed, and one hundred horse-power, or seventy per cent, of this is supplied to the tools, against fifty per cent with belts and shafting. But, in machine-shop work, it is found that so many machines are always idle or working on light load that only about thirty per cent of the total capacity of all the machines is in use at the same time; that is, the *load factor* is approximately thirty per cent. With line-shafting and belts, the total power supplied to the shop is then one hundred and thirty horse-power, of which thirty horse-power, or twenty-three per cent, is used by the tools; with individual-motor drive, the losses decrease approximately as the load. At thirty-per-cent load, the loss would be thirty per cent of forty-three horse-power, or thirteen horse-power, and the total power is forty-three horse-power, of which thirty horse-power, or seventy per cent, is used. In other words, the individual-motor drive, under ordinary working conditions, is more than three times as efficient as the line-shaft-and-belt drive.

"However, it would not usually be economical to install a small motor on each of a number of very small machines; better results are often obtained by driving a number of small machines in a group from a comparatively short line-shaft driven by a larger motor."

DEFINED.

Teacher — "Johnny, what's a hypocrite?"

Johnny — "A boy wot comes to school wid a smile on his face." — *Ex.*

Artificial Illumination of Print Shops

BY ROSCOE SCOTT.

PART II.

NONCOLOR JOBS.

IN the lighting of printing-office composing-rooms and pressrooms the tendency has been to concentrate the light on certain spots, such as type-cases and make-up stones — wherever it seemed to be most needed — and to leave the rest of the establishment in comparative darkness. That this is misjudged economy becomes evident when it is realized that the most modern printing plants — in which everything is laid out with an eye to the saving of labor, time, materials and energy — are finding it worth while to provide the whole shop with a fairly uniform illumination, using extension cords or portables only where absolutely necessary, as for instance under the feed-boards of presses. In other words, the modern tendency is toward a general or a composite, rather than a specific illumination. This leads us to a definition of the three terms, "general," "specific" and "composite," as applied to industrial lighting.

By a general system is meant one in which the lamps are so located that the room is more or less uniformly lighted, so that if you were to stretch a plain horizontal canvas over the whole shop at the working level, the canvas would not look like a patchwork of dark and light spots, but would be, so to speak, *smoothly* illuminated. General lighting requires that the lamps be placed high, that they be of ample size, and that they be scientifically spaced. By a specific system is meant the very antithesis of a general system; it employs lamps hung low over each individual bench or table, the intervening spaces being left in comparative darkness. A composite lighting system is merely a combination of the general and specific systems, individual drop lights being used to supplement the general illumination afforded by the units located nearer the ceiling. Of these three systems it is needless to say that the general system is the most like daylight. The following considerations also show its practical superiority:



FIG. 5.— Composing-room, showing specific lighting before illumination was remodeled.

(1) The "spotted" lighting effect is physiologically bad. The eyes of the craftsman, who has to leave his strongly illuminated work at intervals, must continually be accommodating and reaccommodating themselves to changed conditions, and the wonderful ocular mechanism becomes strained thereby. By no means is it strange, in view of the prevalence of pure specific lighting in the past,

that many persons can trace the weakness of their eyesight to the time when they set copy or read proof in a print-shop.

(2) Specific — that is, localized — lighting, as distinguished from general lighting, of the shop, is objectionable also on account of the gloomy atmosphere with which it invests the rooms. Most printers work under high tension a great part of the time and are consequently even more affected by surrounding conditions than are workmen in other trades.

Both of the above considerations are intimately connected with that factor so necessary for the successful operation of any business — the personal efficiency of the men.

Every man deserving of a place in a printing business wishes to work at his best normal efficiency, but the conditions as to lighting, heating and ventilation must be the best practicable before he can do so. Pure specific lighting, which as a rule is both physiologically and psychologically bad, certainly can not be conducive to top-notch efficiency, and the workman who realizes the handicap to which such lighting subjects him is certainly justified in filing a protest.

(3) Specific lighting is frequently responsible for wasted time. The "why and the wherefore" will be evident by reference to Fig. 5, which is reproduced from a photograph of a composing-room as formerly equipped with low-hung carbon lamps in 12-inch porcelain cone reflectors concentrating the light strongly on type-cases and stones. The only spots in the room where work can be done with ease are the small, brilliantly lighted areas directly underneath the lamps. If now it becomes necessary for a compositor to operate outside of one of these "light cases," he must pull the lamp over and tie it in the new position with a string. The waste time caused by adjustment of the lamps and the poor work done in the dark spaces constitute an item of considerable size in the decreased production during after-dark hours — an item that managers are apt to attribute to less strict superintendence of the night shift.

Fig. 6 shows plainly enough how conditions were improved in the particular shop above referred to.

The great variety of sizes in which incandescent lamps may be obtained, with standard reflectors for each size, makes them remarkably adapted for the production of uniform illumination in rooms of almost any height or floor plan.

(4) Considered merely as a precaution against accidents in the pressroom, general lighting will justify itself. It is good accident insurance and it is good liability insurance. Operators who feed and adjust moving machinery are safer if that machinery is located in a uniformly lighted room than they are if obliged to go blundering about shaft-ends and pinions in a sort of artificial twilight.



Fig. 6.— The same room shown in Fig. 5, after the installation of a general system of illumination.

(5) Localized lighting conduces to the accumulation of dirt, dust and litter in the darker parts of the shop.

Ten or even five years ago, the objection might have been urged against general lighting that its *cost* as compared with the "scattered light" arrangement was excessive. So it was; for the only electric lamps then available consumed so much current, or gave so little light in proportion to the current they did consume, that the printer who sought to illuminate his entire shop-area adequately (which in practice means the use of lamps and reflectors placed eight or ten feet above the floor, or higher) might truly have been accused of extravagance, and might have been asked whether he were trying to run a ballroom or a print-shop. But to-day, when we have metal filament incandescent lamps, that give nearly three times as much light per watt consumed as do the small carbon lamps hitherto used for individual lighting, the question no longer is, Can the printer afford scientifically designed illumination? but, Can he afford, in the face of competition, to do without it?

A little commercial arithmetic will serve to show what a very considerable expenditure on lighting improvements will be justified if by this means conditions can be made more conducive to efficiency on the part of the workmen. Suppose ten compositors, at an average weekly wage of $20, are employed in a room where artificial light must be used during practically all of the working time. The lighting expense for this room, we will assume, amounts to $3 a week (if the expense is less, it will but bring out the point more forcibly). Now the manager figures that by installing a scientifically designed system of illumination, the working conditions will be so much more favorable that the same ten men will be able to do one per cent more work in the course of a week, or, to put it differently, will do in one minute what formerly consumed 60.6 seconds. This represents a money gain of one per cent of $2, or $2 a week to the concern, and would just balance an increase of $2 a week, or 66⅔ per cent in the weekly operating cost for the lights. No such increase in lighting expense would, however, be necessary to bring the installation thoroughly up-to-date in every respect, and to effect, in all probability, a much greater increase than one per cent in the personal efficiency of the men.

Where lamps are suspended out of ordinary reach by flexible cord, as shown in the illustrations of the Morrill press, there is practically no possibility of mechanical vibrations or shocks being transmitted to the filaments in such a way as to break them. Mazda incandescent lamps are now being made with filaments of drawn tungsten metal wire, loosely mounted on flexible supports, and this type of construction has largely eliminated the fragility that was formerly a detriment.

A word may be said as to the relative merits of the "direct" and "indirect" systems of illumination as applied to print-shops. With direct lighting, which is the kind ordinarily seen, the light from the lamps falls directly upon the work, while with indirect lighting the rays are reflected upward to the ceiling, whence they are diffusely reflected all over the room, the lamps themselves being invisible on account of the reflectors. The indirect system gives a beautiful, soft, uniform illumination, the annoyance of glare being eliminated, and shadows almost entirely dispersed; this very characteristic, however, makes it utterly unfitted for the shop, where type characters must be distinguished largely by the shadow effect. For the illumination of the executive and business *offices* of a large printing company, however, the indirect system has many points in its favor.



Fig. 7.— A very efficient lighting installation, using steel reflectors with Mazda lamps.

Where both general lighting and specific lighting are used, as, for example, in pressrooms where units placed near the ceiling serve to give a general illumination and are supplemented by extension cords where a particularly strong localized light is needed, the combination is known as "composite" lighting. An instance of composite lighting may be seen in Fig. 7, which shows a portion of the well-illuminated plant of the Morrill Press, Fulton, New York. The embossing press at the extreme right in the picture is provided with an individual lamp and reflector, to supplement the general illumination given by the units up above. Other night photographs taken in this shop are reproduced in Figs. 8, 9, and 10. The lighting units shown in Fig. 7 consist of 100-watt Mazda lamps with steel reflectors having enameled inner-reflecting surfaces.

The necessity for having recourse to the annoying individual drop lamps, in shops where a good general lighting system is installed, may be overcome to a considerable degree by purely mechanical expedients. For example, the capitals and the "lower-case" type may be, and in certain modern printeries are, kept in a single combination case, thus making it unnecessary to provide a local lamp to shine in under the upper case. An *adjustable* make-ready table, the top of which may be raised, lowered or tipped as desired to enable the printer to sight across the sheet at one of the ceiling lights, is another mechanical contrivance, the use of which is not only a great convenience in itself, but is also better practice than to have a nonadjustable table, and a dangling local lamp at which to sight.

Where portable hand-lamps that are exposed to rough usage have to be employed, as is generally the case under the feed-boards of presses, the best results can be attained by providing the lamp with a combination guard and steel reflector, one type of which is shown in Fig. 11. If the proper type of reflector is chosen, it will both increase the volume and improve the distribution of the light shed upon the cylinder; it will keep the direct glare from the filament out of the pressman's eyes, and will be found to be a better protection for the lamp-bulb than is the average flimsy wire lamp-guard; in fact, a properly made steel reflector is practically indestructible. Guards of the type illustrated are so constructed that while they may be snapped on or off in an instant, they are nevertheless so firmly held in place as to give absolute protection to the lamp under all circumstances. The lamp itself, for this severe portable service, may be of the Gem (metallized carbon filament) class; the price of a Gem lamp being but a cent or two more than that of an ordinary carbon filament lamp, while its efficiency (candle-power per watt) is about nineteen per cent greater.



Fig. 8.— The ceiling lights, as shown in this illustration, are controlled by pendant push-switches.

Those men in the printing and allied industries who realize that modern times demand modern, scientific methods in illumination are becoming more and more numerous. They see that new conditions have been created by improvements wrought in artificial lighting media through continual invention and discovery; they see that in the endeavor to maintain all essential details of plant operation at the highest possible efficiency the lighting system ought surely to be included, and they are seeking to obtain all possible unprejudiced assistance in the solution of their own particular problems along this line.

The present-day disciples of Caxton, who owe their business to that earliest and greatest invention of modern times — the press — can nevertheless profit by the most recent inventions in artificial lighting; while the illuminating engineer has no more interesting and promising field in which to turn his skill to useful account than is afforded by the printing industry to-day.

Written for The Inland Printer.

EFFICIENCY — HOW TO OBTAIN IT.

BY JAMES A. TRENT,
Secretary, Knoxville Ben Franklin Club.

THE use of a cost system has shown us one thing we had not figured on. As one watches the slow but steady increase in the hour cost month by month, and wonders where it will all end, his thoughts naturally turn to methods of performing a given piece of work in less time — cutting off a few minutes here and there, so he can hold his prices in line.

The hour-costs have steadily risen in our shop from $1.35 for composition, $1.20 for platen presses and $1.27 for bindery, in January, 1911, to $2.60 for composition, $1.50 for platens and $1.48 for bindery, in January, 1912. These hour-costs are above the average, and are caused by three things, principally: first, slack business with a fixed expense (two-man shop); second, all work done by high-priced help (both men receive $25 a week, which has been raised for 1912, thanks to the cost system); third, compositor giving part of his time to presswork, which makes fewer productive hours for the composing-room.

You ask how we get away with such heavy hour-costs, and we answer: Efficiency — do it in half the time. First, we have every labor-saving device we can use to save a minute on any operation; in the composing-room there are few series of type, but they are weight fonts, mostly; a plentiful supply of all needed material, all in its place, and arranged for quick action, and everything kept clean. In the pressroom such time-savers as register gages, separate rollers and disks for colors (enabling us to change colors in three minutes, without washing up), make-ready cabinets (in which all make-ready material is kept at fingers' tips), ink and roller cabinets right beside each press, fountains and counters, and the biggest labor-saver of

all — new type which does not require changing letters and patching to make print. Our average time for make-ready on 8 by 12 C. & P. Gordon is about fourteen minutes, 12 by 18, about twenty minutes, which includes everything from putting on the form until the run is started.

The efficiency of the composing-room is the hardest to obtain. One may have a full and ample supply of all needed material, and an ideal arrangement, but it's the cooperation of the workmen that counts. The biggest factor in securing this cooperation is *education*. Explain the cost system to your men, show them how important it is that the tickets be accurately kept, how important that each job be gotten up in the quickest time possible so as to avoid fluctuations in time with each duplication of that job. Get the best men to be had to start with, pay them the best wages, and explain to them the importance of performing each operation in the quickest possible time, so you can compete with your neighbor who doesn't pay so much. Any proprietor ought to understand that a $25-a-week man who sets a job in two hours that takes a $20 man three hours to set, is the cheaper of the two; yet how often do we hear a proprietor say, when deciding between two men: "We had better put on Jones; we can get him for $2 less than Smith." If the proprietor took the proper interest in his men, there would be fewer men leaving the big shops and embarking in business for themselves, to their own financial loss and to the detriment of the business in general.

Of course, in the larger plants, where perhaps hundreds of men are employed, it is impossible for the "boss" to mix with the men individually, but the yearly picnics, automobile rides, clambakes, etc., go far toward making up for this lack of individual association, and the proprietors who enter into these things with the most enthusiasm are the men who are getting the most efficiency.

The average workman who is at all ambitious thinks you are making an excessive profit when you sell a thousand letter-heads for $5, the stock for which cost $1, the compositor a half hour at 50 cents an hour (what he gets), and a pressman an hour to run off at, say, 30 cents, making a total cost (in the workman's estimation) of $1.80, leaving the boss $3.20 profit. How easy, if the employer will take the time and trouble to do it, to explain the unproductive time, the depreciation, the overhead expense of various kinds that more than double this labor cost; and where the workman thinks the employer has made $3.20, he has more often made only 80 cents, or less. The average workman will understand these things in a moment if you will take the trouble to tell him, and instead of a dissatisfied workman who thinks you are getting rich at his expense, you will have a loyal man, who will give you better and more service, for your trouble.

Although the question of loyalty to the house is by far the biggest factor in the efficiency proposition, the question of equipment, which has been written on so much that it ought not to have to be mentioned, is a very important one. It completely demoralizes a good workman to go to a case, after deciding what series to set a piece of work in, and find it bare. Give the men plenty of type and material, and see that it is arranged so they can get it without having to walk all over the room, and get in one another's way. Be sure you have a good assortment of brass rules suitable for borders. Full pieces mitered at both ends save time, as they are handled much quicker, by both compositor and pressman, than borders in small sections. See that your composing-room is equipped with time-stamps, so the man who is trying can get a square deal, and not have to submit his ticket in comparison with another filled out by an incompetent or dishonest workman, who may have "doctored" his ticket. And right here is the biggest cause for error in the average cost system: every one from the devil to foreman will doctor his time-tickets when a job takes longer than he thinks it ought, and then pad the ticket of some little job, making it show enough time to have set up



Fig. 9.— Contrast the illumination here shown with that which would be afforded by low, hanging drop-lights. One can see to set type in any part of the room.

two or three like jobs. Don't rest till every job shows its own exact time — and the only way to do this is to use a time-stamp.

After all is said and done, the question of efficiency, after proper attention has been given to facilities and equipment, is one of *cooperation*, and to the end of securing this needed cooperation every proprietor should himself personally, and through instructions given his foreman, make every effort to educate the men and make them feel their responsibility in the financial welfare of the firm. Be one of the men and they will do their best for you; be above them and they will "soldier" — it is human nature and fundamental fact.



FIG. 10.— Owing to the opacity of the steel reflectors, very little light is wasted on the ceiling.*

"B. L. T." PICKUPS.

QUELQUE NURSE.

The fire was caused by the head of a match being lighted by the nurse flying into the bedclothes.— *Evening Wisconsin.*

THE LOW COST OF DYING.

Five hundred of the 1,200 students and thirty instructors died at an average cost of 6 cents each.— *Milwaukee Sentinel.*

WAS SHE GOING OR COMING?

Mrs. Joe Tankard is laid up with a sprained knee on the south side.— *Hannibal Journal.*

COULD HE HAVE BEEN HANGED?

To be sold at Public Auction to settle the estate of James B. Smith deceased by order of the District Court of Johnson County, Iowa ——.— *Public Notice in Iowa City.*

THE WEST VIRGINIA ARISTOCRACY.

Referring to the news that came out in your paper on the 18th, that "Jim Hardwick was fined so much for being drunk." I beg to inform you that it was Bub Hardwick. I am the only Jim in the city, and my social standing won't permit the exercising of such indulging. Hoping that this matter will be fully corroborated, I remain yours truly, J. W. HARDWICK, Diamond Ice & Coal Company.— *Charleston Mail.*

OUTRAGEOUS.

Many folk, long resident here, are unaware of the enormity of the factory industry in Poplar Bluff.— *Poplar Bluff (Mo.) Republican.*

THE MYSTERY, MY DEAR WATSON, IS CHILDISHLY SIMPLE.

Russell Klepser and Miss Lucile Bailey were very fortunate in escaping serious injuries Tuesday evening of last week. They were returning home from a surprise party given at Miss Hoover's when in some unaccountable way Mr. Klepser dropped his lines and they fell under the horse's hoofs.— *Huntington (Ind.) Herald.*

THE WEATHER MAN'S ONLY RIVAL.

In less than three weeks Groundhog day will be with us, and we shall know whether we shall have six weeks more winter or six weeks of cold weather.— *Paxton Record.*

MRS MIDDLETON, ONE ASSUMES, WILL BE ENTIRELY AT HOME.

Mrs. Harvey Middleton will be uniformally at home this afternoon at her residence, 12 Overhill road. Roland Park.— *Baltimore Sun.*

ETWAS ILLUMINATION.

Miss Rosa Korn and Mr. Montague Korn announce the engagement of their sister, Miss Judith Korn, to Mr. Leslie Greenwald. They will be at home artistically and elaborately decorated this evening at 3929 Perrier street.— *From a New Orleans Contemp.*

—A Line-o'-Type or Two, Chicago Tribune.

* We are indebted to the Buckeye Electric Company, Cleveland, for these excellent photographs. The engineers of the Buckeye Company are responsible for this successful installation.

Ventilation of Composing Rooms

BY L. A. SCHMIDT.

(Concluded from February issue.)

A VENTILATING system as described in the last issue of THE INLAND PRINTER and illustrated by Figs. 2, 3 and 4 was recently installed in the composing-room of the city department of the Western Newspaper Union, of Chicago, Illinois.

The building, standing on a corner, has north and west exposures, and as it is the tallest building in its locality, the north and west winds can blow with unrestricted force against its walls and windows. This feature, together with the large floor-space of 11,500 square feet, presented a difficult problem in ventilation, for when the windows were open the men in the center of the room were comfortable, while those near the windows could not bear the draft, and when the windows were closed the men in the center of the room had no air to breathe.

The introduction of fresh air into a room being absolutely necessary for the operation of any ventilating system, twelve windows were equipped with deflectors, as shown by Fig. 3, in the February issue. The windows selected were those over steam radiators.

The ventilating ducts over the twenty linotypes are practically of the same design as outlined by Figs. 2 and 4 in the February issue. In addition to this, three ducts were placed in different parts of the room near the ceiling, to afford general ventilation.

Another branch was run into the monotype room, which has a floor-space of 10 by 15 feet, and contains two casters.

The vitiated air is exhausted from the different parts of the room as follows:

	Cubic Feet.
Each of the twenty openings over the linotype machines moves 75 cubic feet per minute =	1,500
Each of the three openings for general ventilation moves 300 cubic feet per minute =	900
Each of the two openings for monotype machines moves 150 cubic feet per minute =	300
A total of, per minute	2,700

The fan for moving this air is of the multivan type, with a rated speed of 530 revolutions per minute, driven by a two-horse-power motor.

After all slides and dampers had been set so that each opening moved the proper amount of air, a general test and an analysis of the air were made, the data and results of which are tabulated below:

Time of test, 2 P.M.

Direction of wind, northwest.

Velocity of wind in feet per minute, measured at open windows: North, 900; west, 600.

Outside temperature, 23° F.

Open windows: North exposure, 4 — each raised ⅝ inch; west exposure, 1 — raised ¾ inch; south exposure, 2 — each raised 1⅝ inches; or a total fresh-air inlet of about 3 square feet.

Temperature in center of room (warmest place between machines), 73° F.

Temperature at breathing point of operator, 78° F.

Temperature of coldest place in northwest corner, 2 feet from window, 69° F.

Condition of air: At breathing line of operator, 5 CO_2 in 10,000 of air; 9 feet above floor and directly below exhaust opening, 8 CO_2 in 10,000 of air; 1 foot directly above metal-pot, 60 CO_2 in 10,000 of air.

The system when in operation lowered the temperature in the center of the room near the linotype machines about 4° or 5° F.

The following deductions can be made from the test:

(1) The lowering of the temperature in the center of the room proves that the hot gases issuing from the melting-pot are removed as soon as generated.

(2) That the air comes in at the breathing line; as the amount of CO_2 at this line is nearly the same as in pure air.

(3) That the vitiated air is diluted near the point where it is taken out to the calculated standard of purity of 8 CO_2 in 10,000, which is considered good for breathing, in which case the windows may be wide open in summer, admitting all the draft bearable, and, though allowing a ready diffusion, still maintaining the proper standard of purity; and

(4) That with a high wind-velocity and low outside temperature the windows need be opened but very little in order to admit the proper amount of fresh air.

The high temperature at the breathing point of the operator is caused by its close proximity to the metal-pot and electric light.

In conclusion, a few words may be said and authorities cited on the much-disputed question of lead fumes, so often spoken of in cases of lead-poisoning.

If lead fumes do arise they must be in the nature of vapor, which is always recognizable by its white, fluffy and woolly like appearance, as can be observed at any time in the blown-out porcelain fuse plugs, where the enclosed lead wire has been melted by the high heat of an overloaded electric wire. The mere melting of lead at ordinary temperatures will produce no vapors.

Note what authorities have to say on this subject:

Professor Kent: "Lead is very volatile when subjected to a *bright red* heat," etc.

Professor Bersh: "If air is given free access to molten lead it will vaporize at a *bright red* heat."

Prof. W. Dittmar: "Lead being very appreciably volatile at a *red* heat. . . . It melts at 633° F.; at a *bright red* heat it emits vapors. . . . These liquids (molten metal) when exposed to *higher* temperatures, some sooner, others later, pass into vapors."

C. Richter, in "Lead and Its Alloys": "Alloys [of lead] with fourteen to twenty-five per cent of antimony will not emit vapors until heated to a *bright red*."

The reader may draw his own conclusions as to whether fumes or vapors can rise from metal which must of necessity be kept at the melting temperature of 490° to 500° F., while a *bright* red heat has a temperature of 1,800° F.

EVOLVES SUCCESSFUL VENTILATING SYSTEM.

Louis A. Schmidt, author of the articles on "Ventilation of Composing-rooms," appearing in the February and March numbers of THE INLAND PRINTER, has worked out and installed in the composing-room of the Western Newspaper Union, Chicago, what is said to be one of the most effective ventilating systems to be found in American printing plants.

Mr. Schmidt is a native of Germany, and, in accordance with the prevailing customs of that country, at the age of fourteen years was apprenticed to learn a trade. Three years later he was graduated as a journeyman machinist. After pursuing his vocation for a time his ambition to secure a broader knowledge of mechanics influenced him to return to school — this time, however, to a polytechnic institution, from which he graduated as a mechanical and electrical engineer. Yielding to a longing to visit other lands, he became marine engineer with the North German Lloyd Steamship Company. During six years' service in this capacity he visited nearly every country on the globe, in the meantime passing all examinations for different grades of marine engineer.



L. A. SCHMIDT,

Master mechanic of the Western Newspaper Union.

In 1893 Mr. Schmidt came to America, taking a position with Ottmar Mergenthaler, and has been identified with linotype machines, in some capacity, ever since. In 1895, when linotype machines became permanent adjuncts to newspaper offices, he took charge of the machine plant of the *Times-Herald*, now the *Record-Herald*, of Chicago. Five years later he severed his connection with that newspaper, and for a number of years was traveling expert mechanic for the Mergenthaler Linotype Company. In 1902 he joined the Peterson Linotype Company, of Chicago, remaining with that concern two years.

For the past seven years, Mr. Schmidt has been in the employ of the Western Newspaper Union, as the company's master mechanic, and is unusually well equipped, both mentally and physically, for solving the many problems which are to be met in a printing plant of this magnitude.

WHAT HUSTLING MEANS TO "PRINT."

Recently (says an ex-member of the Manchester Branch of the T. A., writing from Saskatchewan, Canada) the *Typographical Circular* had a series of letters on the division of words. They seem to have advanced ideas on that subject here, and I presume they reckon us Britishers slow and far too punctilious in our steady jog-trot to the goal of thoroughness and good print. The honor for the subjoined sample of Canadian news-print goes to the *Saskatchewan Standard* (Regina), having appeared in its issue for October 12:

> ROBERT REEDS, Y.M.C.A. cha
> mpion wrestler. He is a medical m
> an, appointed as wrestling instructor
> at Central Y.M.C.A., and will probably
> make a tour of Canadian Y.M.C.A.'s,
> instructing and arranging wrestling
> classes.
>
> — *Typographical Circular.*

The poor machine operator is blamed for many things, some of which he undoubtedly is guilty, but why should he be required to carry the sins of the make-up man?

REPRODUCING INDIAN INSCRIPTIONS WITH MATRIX PAPER.

The National Museum has used an ingenious method to reproduce, with absolute accuracy, the inscriptions left on rocks by the Indians of the Southwest. The inscriptions are carved more or less deeply upon the smooth sides of cliffs or large boulders, and a matrix-paper, such as is used by printers in getting impressions from type, was utilized. The paper was first thoroughly wetted and then applied to the face of the rock over the inscriptions, then carefully beaten into place until every cavity in the surface was filled. This was allowed to set, then stripped off, leaving a perfect reproduction of the inscription and even the texture or grain of the rock upon the paper, although every detail was reversed. From this matrix, any number of casts can be made reproducing the image exactly as it appears in the original. These inscriptions are of great value to archæologists, and their preservation from the action of the weather and from defacement by vandals is to be commended.— *Scientific American.*

OPERATIVE.

Dr. Cyrus L. Cutler, the well-known Springfield surgeon, is a member of the Colonial Club, an institution that fines its members for talking shop.

Doctor Cutler, getting out of his motor-car, entered the Colonial Club the other day for luncheon, and, advancing into the restaurant, said to a lawyer, as he took off his goggles:

"Well, old man, how are you?"

The lawyer got Doctor Cutler fined then and there for talking shop.

The next day, when he arrived at the club again for luncheon, the surgeon, angered at what had happened, cut the lawyer. The latter then had him fined once more.— *New York Tribune.*

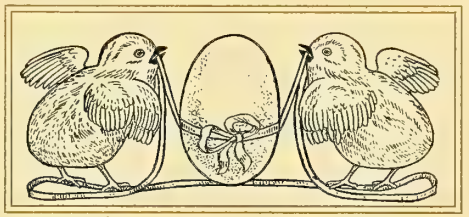
ON the following pages are found valuable and interesting type-designs furnished by the H. C. Hansen Type Foundry, American Type Founders Company, Keystone Type Foundry, Mergenthaler Linotype Company, Barnhart Bros. & Spindler, Lanston Monotype Machine Company and Thompson Type Machine Company. These pages will furnish many valuable suggestions to the ambitious typographer, and should be carefully studied.

THE ORDER OF SERVICES

EASTER SUNDAY
1912

THE
CENTRAL CHURCH
JAMES E. MARSH, D. D., Minister
ANDERSON, IND.

(A)



Millinery Opening

WE take pleasure in announcing our Annual Spring Display of Millinery. A complete showing of latest exclusive designs will be made. Especially interesting and unusual are the latest Parisian Designs which we are now exhibiting

Meyers & Meyers

653 Fifth Avenue

(B)

(A) Puritan Series, Croix Border Ornaments and 12-point Crossline Rule No. 308.
(B) Puritan Series, Berkshire Ornament No. 516 and border composed of Lace Ornament No. 3.
By courtesy of the H. C. Hansen Type Foundry.

CARMON, PERRY, SLOANE & COMPANY

NEW YORK CHICAGO PARIS

ELABORATE DISPLAY OF EASTER MILLINERY

ON THE THIRD FLOOR
OF THE MAIN BUILDING WE HAVE
ARRANGED A COMPLETE
DISPLAY OF
IMPORTED EASTER CREATIONS
DIRECT FROM PARIS

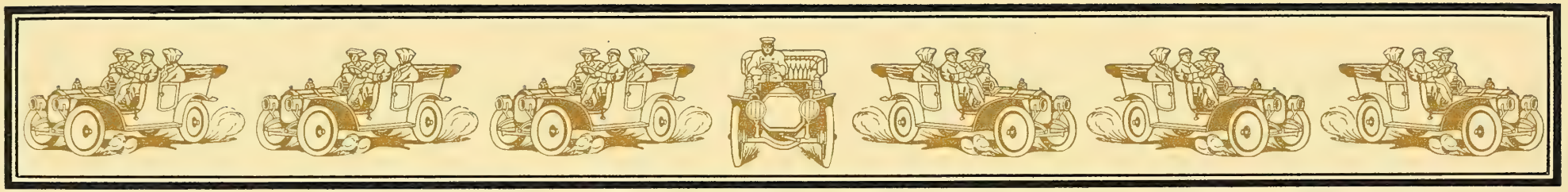
WE MAKE THIS EARLY ANNOUNCEMENT
FOR THE REASON THAT IT IS
ALMOST IMPOSSIBLE, EVEN WITH OUR LARGE
MILLINERY DEPARTMENT, TO MEET
THE DEMANDS OF EASTER

OUR REGULAR PATRONS ARE REQUESTED TO MAKE
THEIR SELECTIONS NOW FOR DELIVERY
ANY TIME BEFORE EASTER

CARMON, PERRY, SLOANE & COMPANY

NEW YORK CHICAGO PARIS

Set in Bodoni Book Type, with Easter Border.
By courtesy of the American Type Founders Company.



Automobile Show



2d Regiment Armory

Broad Street and Westmoreland Avenue

Ticket of Admission 75c



1912—March 5th to 10th—1912



Set in Caslon Bold Extended, with 6-point Panel Border No. 4 and Cuts Nos. 3270, 3273 and 3275.
By courtesy of the Keystone Type Foundry.

THE contrast between past and present constitutes one of those striking antithesis which history sometimes affords us. What schoolboy has not lingered by the lamp reading with dilated eyes of the bold buccaneers of old who ravaged the Spanish Main! What terrors were inspired by the sight of the Jolly Roger flapping at the masthead! What good ships were boarded and scuttled, while captives walked the plank blindfolded! What burdens of treasure were lifted, and, what strange varieties of coin swelled the treasure chests! In his famous "Treasure Island," Stevenson tells us the nature of the loot: "English, French, Spanish, Portuguese; Georges and Louis's; doubloons and double guineas and moidres and sequins; the pictures of all the kings of Europe for the last hundred years; strange Oriental pieces stamped with what looked like wisps of string or bits of spider's web; round pieces and square pieces, and pieces bored through the middle, as if to wear them round your neck." What mighty carousals took place when the marauders put into Port Royal, loaded with treasure. Even Buenos Aires was once a smugglers' paradise. The suspicion that some of the treasure long laid away may still remain hidden lures many a searching party even to this day. At all events there is a sense in which every island of the West Indies was and is a "treasure island."

The sails of the pirates have vanished from the seas. The waters smile in peace. Every prospect

CHARLES W. HOCH & CO.

Importing Tailors

BROOKLYN

Dear Sir:

We invite your inspection of our unusually large and exceptionally fine stock of

FOREIGN AND
DOMESTIC WOOLENS

These elegant fabrics are of the choicest selection, and may be seen at our warerooms, 210 South Eighth Street

Yours in anticipation,

CHARLES W. HOCH & CO.

Week commencing
Monday, February 5th
1912

THE great art in writing advertisements is finding out a proper method to catch the eye; without which a good thing may be passed over unobserved, or get lost among commissions of bankrupt.—Addison.

Set in 6, 8, 9, 10, 12 and 14 point No. 16, with italic and small caps., and Linotype Borders Nos. 13½, 117 and 117½.
By courtesy of the Mergenthaler Linotype Company.

We guarantee to fit you right

MELROSE



Classy styles for young men

Boston



Phone Main 324

STATEMENT

James Melrose & Company

Makers of Good Clothes
for Men and Women
also Children



Phone City 596

Boston 19 Terms Cash

No._____ MELROSE Boston_____ 19



Carbide Trust Company

Pay to the order of_____ $_____

_____ Dollars

Maker of Good Clothes for Men, Women and Children

Set in Authors Roman Wide.
By courtesy of Barnhart Bros. & Spindler.

SOME HINTS ON BUYING PRINTED MATTER

Things not to Expect When Price is only Consideration

In purchasing raw material of any kind, where quality and quantity are known factors, it is wise to draw up specifications, call for bids, and give the order to the lowest bidder of reliability and good standing.

You cannot buy printed matter in this way and get the best results.

This is true, because printing specifications are more or less flexible, and can be, in a measure, manipulated by the printer who feels that he has taken a job at too low a price.

A further reason—and a more important reason—is that good printing depends upon the care given to the *minutiae* that enter into the work. These require the closest attention, the best thought, the critical study, and the most conscientious effort on the part of the printer.

It cannot be expected that a printer will devote his personal thought and attention to the work which pays him least.

The best work of any printer is not obtained on the competitive basis. It cannot be. The man who asks for competition in *price*, asks for estimates on so much stock, composition, and presswork—and nothing more. He does not bargain for the skill, originality, time, and individuality of the printer—and he does not get them. We get what we pay for in this world, and nothing else that is worth having.

W·A·C

Set in Series Nos. 36, 361 and 150a, with 12-point Border No. 165.
By courtesy of the Lanston Monotype Machine Company.

Brandfield Art Pottery

A Catalogue for 1912



Harlow Francis & Co.

Type and borders cast by the Thompson Typecaster.

Job Composition

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

David B. Gustafson.

The subject of this sketch landed in Red Wing, Minnesota, direct from Sweden at a more or less "tender age," and for some twenty-odd years has "hung up his hat" in what is affectionately known as "The Desirable City." He attended the Red Wing public schools for a period of years, and it was during one summer vacation that he accidentally got a tip that one of the local printers needed "help."



David B. Gustafson.

Entering the employ of the Red Wing *Argus*, he "started at the bottom"—of the payroll—at a salary of $0.00 per week, with a promise held out for a raise after the first month. In itself, this wouldn't have been so bad, if only during that first month the local patriots hadn't pulled off a monster celebration with "100 guns at sunrise," and if Ringlings' Royal Roman Hippodrome had stayed away. To a "kid" without money for fireworks and red lemonade, celebrations and circuses are dull affairs.

Young Gustafson "stuck" with the *Argus* two years, leaving in the fall of 1895 to attend the Red Wing Seminary. In the summer of 1896 he accepted a position with the Red Wing *Journal*, and in the following year, in partnership with C. E. Sykes, established a job-printing business under the firm name of Commercial Printing Company. In the fall of 1897 a consolidation was effected whereby the Commercial Printing Company took over the Red Wing *Times*, and E. L. Grondahl, now of Seattle, Washington, became one of the partners in the company. Later the *Argus* was purchased, and the *Times* discontinued. In the fall of 1899 Mr. Gustafson sold his interest and went to Fingal, North Dakota, accepting a position with the *Herald* of that place.

In January, 1900, the Red Wing Printing Company needed a job-compositor and Mr. Gustafson was offered the position and accepted it. He has remained continuously ever since—in later years having had charge of the mechanical department. During this time he has had the pleasure of seeing the Red Wing Printing Company grow from a quite ordinary shop to one of the finest smaller-city offices in the Northwest, occupying three floors of its recently constructed concrete fireproof building.

For several years Mr. Gustafson has taken an interest in the Ben Franklin movement, and at present is secretary of the Minnesota State Ben Franklin Club. In parenthesis, a bit of history might here be inserted, for with the Red Wing *Republican*, which the Red Wing Printing Company publishes, have been associated men of nation and state wide prominence. In its fifty-odd years of life it has numbered among its editors the late Col. William Colvill, hero of Gettysburg; Gen. L. F. Hubbard, ex-Governor of Minnesota, and the late Gen. S. P. Jennison, soldier and scholar. For many years Hon. B. B. Herbert, of the *National Printer-Journalist* of Chicago, was the moving spirit in the Red Wing Printing Company, and in the community as well, and in 1884 established the *Daily Republican*, which has become in late years, under the able management of Hon. Jens K. Grondahl, one of the best smaller-city dailies in the United States. The *Weekly Republican* was established in 1857.

Hon. Tams Bixby, proprietor of the Muskogee (Okla.) *Daily Phenix*, formerly private secretary to former Governor (now Senator) Knute Nelson, and to former Governor D. M. Clough, and later chairman of the Dawes Indian Commission, is president of the Red Wing Printing Company, and Hon. Jens K. Grondahl, ex-representative to the Minnesota State Legislature, and one of the best-known newspaper men in the State, is secretary and manager.

The building which the Red Wing Printing Company occupies was erected by it for its own business three years

ago. It is practically a three-story, concrete, fireproof building, 40 by 85 feet. Its location is immediately adjoining Red Wing's "Civic Center," which comprises the Sheldon Memorial Auditorium, Carnegie-Lawther Library, United States Postoffice building, the Young Men's Christian Association building, Broadway park, etc.

It is a model office — it is kept clean, is sanitary, well ventilated, has an abundance of light from all sides, and is thoroughly equipped for producing printing of the highest quality.

In the composing-room the stands, stones, lead and slug racks, rule-cases and work-banks are arranged so as to avoid as much as possible all unnecessary moves. In the type equipment are such standard faces as Scotch-Roman, Caslon, Italic, Litho-Roman, Winchell, Century Bold, Cloister, Olympia, Copper-plate Roman, etc., and in such quantities that hunting sorts is a very unusual occurrence. There is an abundance of furniture, leads, slugs, rules, spaces, quads, etc., to meet the requirements of almost any emergency.

The job and news departments occupy separate sides of the composing-room, and the material of one department is only rarely used by the other. In the rear of the room are the newspaper-make-up stones and the two linotypes, one of which is a double-deck. In about the center of the composing-room is the foreman's desk, from which run speaking-tubes into the stockroom and bindery above, and to the press-room below, which makes instant communication possible between departments on different floors.

The pressroom is equipped with two large Miehles, one Cranston pony and four jobbers.

The whole plant is operated under the Denham cost system.



The home of the Red Wing Printing Company.



A section of the job department.



Rear view of the composing-room.

"People may talk about 'the good old days,' but I want to say they were mighty scarce in the print-shops where I was corralled when the world was young," says Mr. Gustafson, "though I must confess that some of those early experiences have given me, in later years, many a pleasant moment as I look back on them, in contrast with present-day methods of conducting well-organized print-shops. From every standpoint great progress has been made. When I first began to 'stick type' the knocker was abroad in the land, and his 'little hammer' had a steady job. The printing business came in for such hard raps by the workmen with whom I came in contact that I concluded I had made a sad mistake. The hard times brought on an uninterrupted stream of 'tourists,' most of whom, if they 'caught on,' would immediately go over to the Dutchman's with a tomato can after the boss had forced them to accept pay for their 'strings.' And wherever two or more 'prints' met together they would proceed at once to pass judgment on 'them type-setting machines.' The verdict was always the same — unanimously against — and they would declare with vehemence: 'They can't never set no type with no machine.' How prophetic! When I first watched a 'No. 9' in operation I couldn't but recall in contrast that momentous morning when the boss handed me a stick, rule, and admonition to 'start with an em quad.'

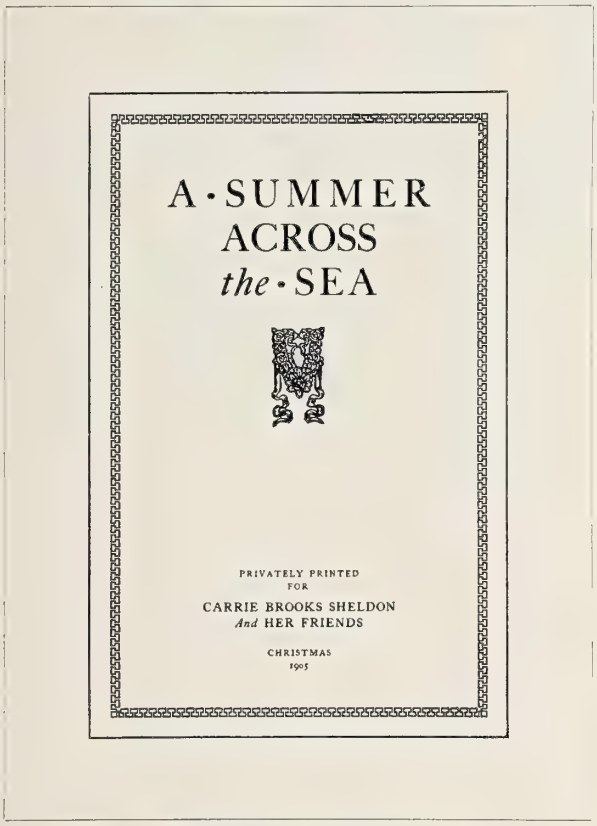
"And it isn't so many ages ago, either.

"Brought to mind are a few experiences, from one shop in particular, which, when viewed in the light of modern cost-finding methods, are ludicrous, to say the least.

"That particular shop was composed of a 7 by 11 job press with a newspaper in connection — until one afternoon when Doctor Clum, the great Australian specialist, by virtue of a chattel mortgage, kidnaped the press in the proprietor's absence, and stored it in a local implement house. Now, it might be said in explanation that that office had a wealth of labor-*making* material that beggared description. Among the other junk was an old 'plow' cutter with broken cogs, and the knife had teeth. It would have been an asset if only 'deckle edge' and the 'rough effect' had then been the rage.

"New proprietors came into possession, and, when they discovered the job press was missing, straightway hunted up the doctor and made arrangements whereby he permitted the use of his press provided the printing was done under the supervision of the implement dealer and in his place of business.

"Suppose, for instance, we had a job of letter-heads to print. This is what happened: The job finally set, I'd bundle the stock under my arm and trot off to the farther end of the business district (something like four blocks or more) to the German shop to have the cutting done; then



One of Gustafson's pleasing title-pages.

on my way back to the office, about two blocks out of my way, I'd leave the stock at the implement house; proceed to the office to get the form and take it to the farm-machinery store; bring the press proof back to the office for O. K.; then back to the implement house again for the



An elaborate business card.

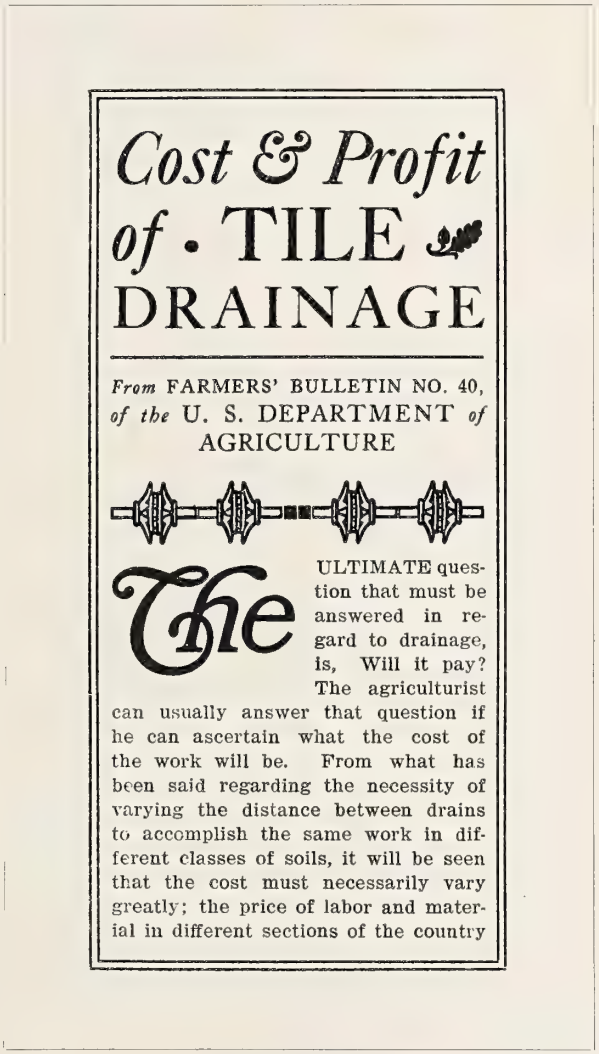
form if there were any corrections; then finally back with the form again to kick the job off.

"By that time it was noon.

"But that was before the day of Denham and the 'hour cost,' for in those days everything over and above stock seemed to be considered as profit.

"But that isn't all. It never got warm in the implement store on cold days until about 11 o'clock, and by that time the country customers would begin to drop in to pay on their notes. Immediately they would begin to mill around you, ask questions and talk German with the proprietor. This would continue until late in the afternoon. About 4:30 P.M. it got dark, when no man could work — in the implement store.

"The landlord one cold February night broke into the pressroom at the office (they had a news press) and carted away the stove, because it was his stove and rent was in



An unusual treatment.

arrears. The next morning the proprietor fed press with cap, overcoat, overshoes, and (I believe) mittens on, while a Rochester lamp underneath the Country Campbell, turned high and minus chimney, was smoking like a locomotive. Going into the pressroom you could hear the rumble of the machine, but attempting to distinguish objects was like looking through a glass darkly. Words are not adequate to describe either the 'scene' or the job.

"There was also some system in conducting the paper. We never got through mailing that five-column weekly with a Friday date-line until anywhere from 1:30 to 4 and sometimes 5 A.M. Saturday mornings.

"Nor were the more or less frequent hold-ups of the 'pay-train' exactly reassuring.

"Under these conditions I began to experience a grow-

ing disgust for the business. But that was before I suspected that it was the art preservative — for printing, as I had known it up to that time, did not have even a speaking acquaintance with art.

"I felt, though, that I wanted at least one fair chance before quitting the business entirely, and so, at the age of



Some newspaper headings by Gustafson.

nineteen, I helped to establish a small job-office. While there was not much in it financially, yet it afforded an opportunity to work in my own way. What material we had was new, we satisfied our customers, and even our largest competitors sat up and took notice; besides, the composing-room, paper-cutter and job press *were all under the same roof*.

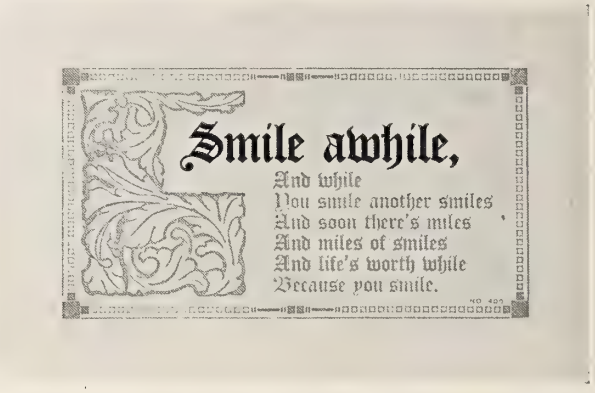
"At this time my interest in the better classes of printing was awakened by accidentally coming across a copy of THE INLAND PRINTER. I began sending in specimens for criticism with a view to improving my work. I also kept in close touch with what other typographers were doing, which was very helpful, and I treasure the communications I have had from a number of the 'top-notchers.' I subscribed to practically all the trade journals, for I felt the necessity of their regular visits.

"My efforts in producing typographical designs have been very modest indeed compared with the productions of many of my fellow craftsmen, who are real artists, and whose work I have studied with a great deal of pleasure and profit.

"Rather than strive for the strikingly original, I have tried to work along sane lines, endeavoring to produce designs that would 'wear,' please customers, and make money for the firm. How I have succeeded is not for me to say.

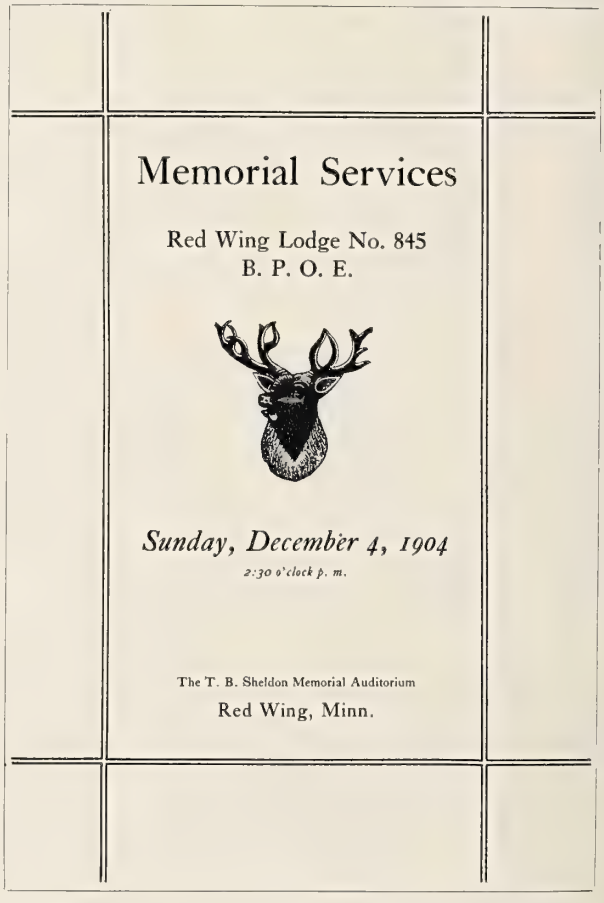
"There are a great many things, to my mind, that have a direct bearing on the quality of the compositor's work.

"In the first place, he needs material to work with, though I do contend that a good workman does not necessarily need a 'typefoundry' at his command to produce artistic effects. Given a few series of good type, but plenty of it, some brass rule and usable decorative material



An attractive motto-card design.

and the compositor who understands the main essentials of correct composition can produce very creditable work. However, the composing-room equipment — in the interest

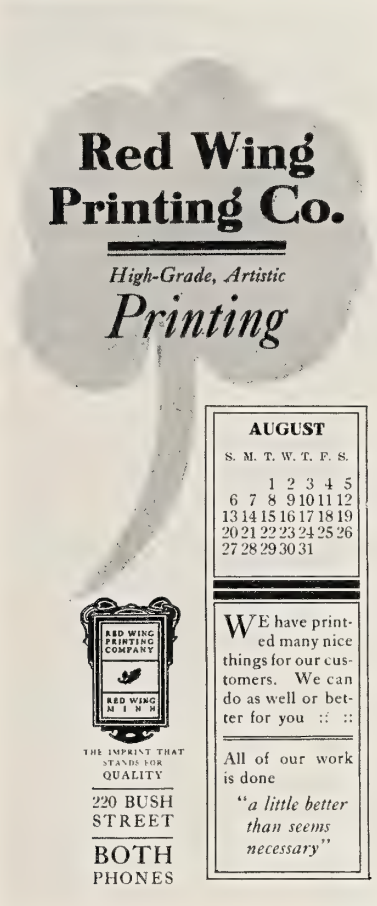


Appropriate designs characterize Mr. Gustafson's work.

of economy and efficiency — should be sufficient to take care of the business without compelling the workmen continuously to hunt sorts.

"Ever heard of 'Appropriateness'? It should be the

watchword of every compositor who aims to excel, for with it goes careful, painstaking effort. The compositor who, before deciding upon his design or selecting the type-face border or ornament to be used, asks himself, 'Is it appropriate for this job?' chances are, will also be careful about balance and proportion, about harmony of type-faces in



Pressboard tint-blocks add much to some of Mr. Gustafson's work.

relation to each other and in relation to decorative material, when such is used, and his trained eye will instantly detect faults in that important essential known as 'whiting out.'

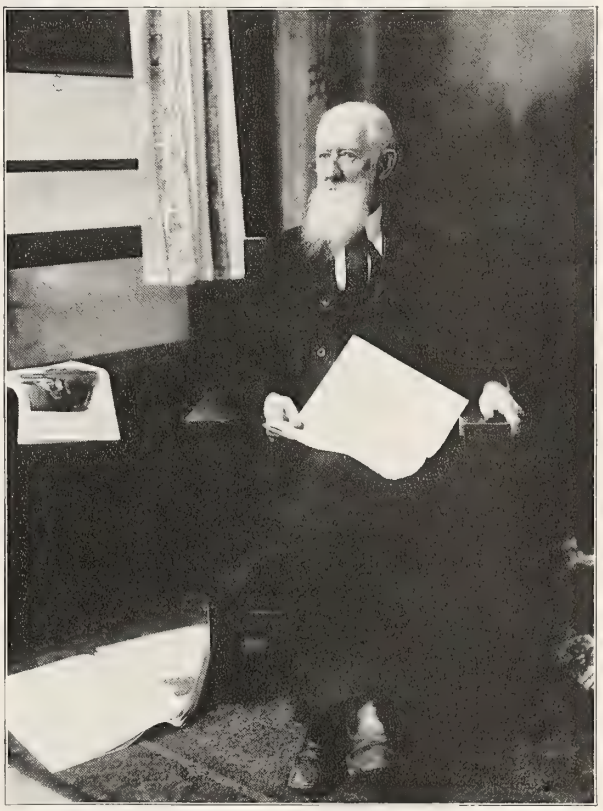
"It is a pretty safe guess that Mr. Careful Compositor will be considerate in the treatment of his material, and will see to it that type and rule, especially, are thoroughly cleaned before being put back into the cases.

"And the safest guess of all is that such a man will get a considerably fatter pay-envelope than the other fellow, whose head is idle while his hands work.

"And let me say that the appreciative customer is a contributing factor to a conscientious compositor's growth, and should be given his due. Words of appreciation and encouragement act as powerful stimulants, and when a customer reposes sufficient confidence in the printer that he turns over his copy with the incidental instruction to 'get me out a nice job,' you just naturally feel that you want to do your best for that fellow and you get down and 'dig.' I have in mind a number of such customers, but the most striking case was when a very particular job was completed the customer mailed a fair-sized personal check (in addition to the regular price of the job) as an appreciation of a good job delivered on time."

CLINTON A. MIDDLETON, VETERAN PRINTER AND EDITOR.

Clinton A. Middleton, of Warrensburg, Missouri, whose picture is shown herewith, is said to be the oldest active printer of his State. He was born in Boonville, Missouri, in 1835, his father, James H. Middleton, being the publisher of the Boonville *Observer*, the town's first newspaper. In 1850 young Middleton began cleaning type and running a hand press in the office of the Panama *Star-Herald*. Five years later he settled at Warrensburg, taking charge of the *Western Missourian*. Shortly after he became foreman of the Warrensburg *Journal*, and later owner of the plant, which he consolidated with the *Democrat*. In 1881 he purchased the *Cass County Democrat*, published at Harrisonville, Missouri. He continued at the head of this publication until 1897, when he sold the plant and returned to Warrensburg, becoming associated with his son in the publication of the *Johnson County Star*. Six years ago Mr. Middleton sold his interest to Wallace Crossley, and took a job as compositor on the paper, demonstrating since then that he was abundantly able to "come back." While he has lost some of his early-day speed at the case, his proofs are "pick-ups" for the proof-reader, and he takes great pride in his ability to "set



CLINTON A. MIDDLETON.

An active printer, seventy-seven years old, with a record of sixty-one years at the trade and never missed a day on account of illness.

them up" right. In a letter to THE INLAND PRINTER he says: "I will be seventy-seven years of age the second day of this coming May, and am in the best of health — strong and active. I never lose an hour from work, and can 'waft the Babbitt metal' about as lively as many much younger than myself."

A remarkable record of this old-time printer-editor, which probably stands unequaled in America, is that in his sixty-one years' service — from devil to editor-in-chief — he has never missed a day on account of illness.

Apprentice Printers' Technical Club

NO. XVI.— BY W. E. STEVENS.
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

TYPE-FACES.

Essential to the proper education of every apprentice is a knowledge of type-faces and of the many considerations that must enter into the manufacture of types. Legible, graceful, symmetrical and beautiful forms are, to a large extent, the result of a correct application of certain principles, and it is necessary that the apprentice should know these principles in order that he may distinguish the good from the bad. Popular usage of certain faces will disclose the good, but individual tastes clamor for satisfaction, and, not knowing the principles embodied in the construction of the good forms, one is liable to select the bad. Especially is this true of the majority of apprentices, who consider that beauty is dependent upon fancifulness or novelty.

No one, I am sure, will controvert the statement that even in this age of typographical enlightenment there are many type-faces used which will not bear analysis according to the principles heretofore spoken of, and which were cast solely for competitive purposes. This is seen in every manufacturing industry: to be constantly in the market with new wares and be able to dispose of these wares is a sign of commercial progression. But I am wandering away from the main subject, and apparently offering an excuse for the existence of poor type-faces. Some may say that there is no logical excuse — that typefounders could do equally as much business through selling large fonts of a few good faces; but this is questionable.

* * *

The type-faces in general use to-day can be divided into five classes, known to printers and allied craftsmen as roman, italic, script, text and gothic. Italic is basically a form of disconnected script, being, it is said, originally modeled after the handwriting of Petrarch, an Italian poet of the fourteenth century; but it now bears no resemblance to handwriting, and is really a sloping roman. Therefore italic properly constitutes one of the five classes.

ROMAN.

All alphabets used by English-speaking and Latin races trace their parentage to what is known as the Old Roman capital letters — letters which were evolved from the Greek and used by the Latin scribes in lettering early manuscripts, and by the ancient stonecutters for inscriptions on memorial tablets and arches, buildings, pedestals of statues, etc.

The use of roman lower-case forms was begun in the eighth century, but these did not attain perfection until after the invention of printing from movable types. In his book entitled "Letters and Letter Construction," F. J. Trezise tells us that "in 789 Charlemagne ordered the revision and rewriting of all the Church books, and in the carrying out of this order was used an alphabet of lower-case letters. Prior to this, however, from the fourth century on, had been used the uncial and half-uncial letters — letters of rounded character such as would be the result of writing capitals with a reed, and these forms were made the basis of the lower-case. In the fifteenth century the Italians, using the lower-case of the eighth century as a model, designed the roman lower-case alphabet which we now use."

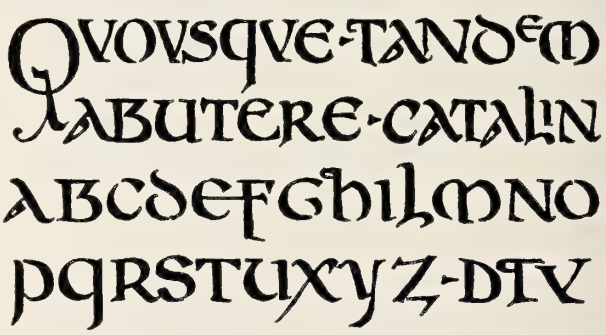


FIG. 70.— Showing how letters were formed by the use of reed pens. Note the distribution of light and heavy elements.

The characteristics of all roman letters are light and heavy elements, and serifs. To the casual observer it may seem that the distribution of elements is not based on systematic rules, but such a conclusion would be wrong.



FIG. 71.— An improper distribution of light and heavy elements results in displeasing forms.

Through the use of reed pens, flattened to chisel-like points, which Latin scribes used in lettering on parchment, fixed rules were established. The reed, being held almost directly upright and at right angles to the writing surface, produced in each letter an arrangement of light and heavy

lines which has never been improved in excellence of color distribution, legibility or dignity. An illustration of this principle is shown in Fig. 70. These pen-drawn letters are in imitation of the forms used in a Latin manuscript of the seventh century.

The roman letters in use to-day vary a great deal from the uncial characters shown in this illustration, but if the

UNIVERSAL LITHOGRAPHING

Fig. 72.— Dazzling effect produced by element widths not in proportion to the width of the letters.

apprentice will practice the formation of roman letters, using a stub pen, he will find that, with a few exceptions brought about through a change of letter forms, they are all based on the principle of construction heretofore explained. Any attempt to deviate from this principle of construction results in displeasing forms, as is shown in Fig. 71 (a). This letter is known as Italian, cast by the old MacKellar, Smiths & Jordan typefoundry.

In Fig. 71 (b) is shown a type-face actually in use to-day. Here also we find an improper distribution of light and heavy elements, resulting in crude forms and an uneven color. Where extreme oddity and informality are desired, these letters might be suitable, but such cases are rare.

An examination of acceptably good type-faces will show that no set rule has been followed in determining the element widths. In designing these letters the artists have kept within certain limitations, but it is hard to tell just what these limitations are until the boundary line has been overstepped and the letters are seen in lines or groups. Fig. 72 illustrates this point very well. In this type-face the light and heavy elements are of such widths, according to the width of the letters, as to produce a dazzling effect — making the line rather illegible, though individually the letter-forms are not displeasing. That these element widths are out of proportion can be proved by uniformly increasing the width of the light elements. When this is done it will be found that the line is more legible, and has lost that dazzling effect.

Now let us take up the most important feature in the construction of roman letters — the serifs. After practicing the construction of letters, using a stub pen for accenting purposes, the apprentice will find that in order to give the letters a finished appearance, the free ends of elements must be terminated with serifs. Authorities agree that serifs were first introduced by the ancient stonecutters, who, finding that they could not draw a V-shaped cut in stone to a square end that would define itself by a shadow, made chisel cuts at the ends of the elements. The breaking away of the stone from the corners formed by an intersec-

PINE TREES

Fig. 73.— Showing a type-face in which the serifs are not in harmony with the element widths.

tion of chisel cuts, produced a round effect which is seen in the serifs of nearly all roman forms.

It may safely be said that the beauty of a roman letter is dependent to a great extent upon the construction of its serifs. Letters which in every other way are decidedly pleasing can be weakened in design by the introduction of displeasing or inharmonious serifs. In Fig. 73 is shown a type-face which illustrates a lack of harmony between the serifs and the strength and proportion of element widths. The serifs are too thin and not bracketed firmly enough to give the best results. This point can be made very clear if the reader will, with pen or pencil, increase the weight of these serifs, or bracket them more firmly.

A study of the best type-faces will disclose that on letters containing very thin, light elements, thin serifs are used, while on letters in which there is little difference between the widths of the elements, heavy or firmly bracketed serifs are used.

In order to show a variety of serifs, and how the serifs must differ in form to suit the weight and formation of elements, Fig. 74 has been prepared. The illustration shows well-known roman type-faces, of which No. 1 is Caslon Old

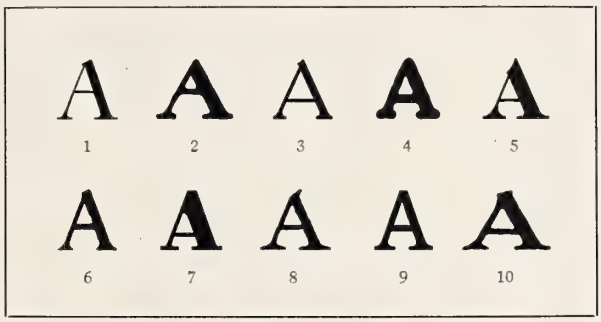


Fig. 74.— Showing common forms of serifs.

Style; 2, Blanchard; 3, Cheltenham Old Style; 4, Roycroft; 5, Caslon Bold; 6, MacFarland; 7, Winchell; 8, Pabst Old Style; 9, Bookman Old Style; 10, Hearst. These

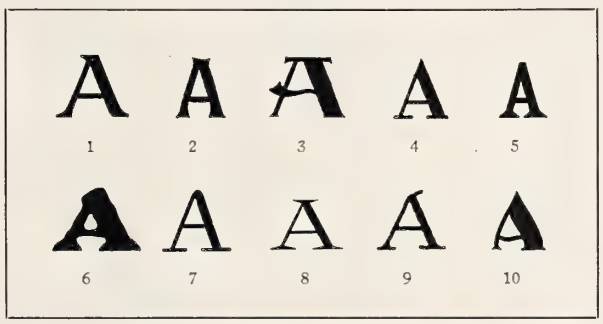


Fig. 75.— Showing uncommon forms of serifs.

letters show what may be termed the common forms of serifs.

To go further into the study of serifs, Fig. 75 illustrates some uncommon forms. A careful study of these, and of the forms shown in Fig. 74, will make clear the essential part serifs take in the construction of letters, in order that all parts will be consistent and in harmony.

Of the letters shown in Fig. 75, No. 1 is Grasset; 2, Stuyvesant; 3, Lining Iroquois; 4, Bewick Roman; 5, Lining Modern Antique; 6, Plymouth Bold; 7, Caslon Old Roman; 8, Lining Emerald; 9, Puritan; 10, Francis.

Roman is accepted as the simplest, most legible and most versatile of all type-faces. It is divided into two classes — namely, old style and modern — but for general

utility the old style is preferred. There are many variations, good and bad, of each style, though fundamentally both have certain peculiarities, which are explained below.

In Fig. 76 is shown types of the two classes of roman. At the top is twelve-point Caslon Old Style, cast by the American Type Foundry, and at the bottom is twelve-point Modern No. 8, cast from monotype matrices. A reference to the illustration will show that the modern letters differ from the old style in that they are more symmetrical, regular and even, and that their serifs are less angular and more firmly bracketed. Old-style letters are those cut in imitation of types used before the beginning of the last century, while modern letters are those cut since the beginning of the last century.

THE TONE OF A PAGE IS nearly always at its best when the type is set solid and not leaded. Body-type is usually designed to present the best appearance and color when solid, and in

WHEN BODY-TYPE IS SET solid it presents a rich, even tone that is very attractive, but when leaded the result is a weak tone composed of bands of color formed by the sep-

Fig. 76.— Showing the difference between modern and old-style letters.

Modern roman is distinctly a body type, and few faces are cast larger than eighteen-point. This, perhaps, is because of its hair-line elements and thin serifs, which make it less desirable, in the larger sizes necessary for job or advertisement work, than old style, which has proportionately heavier light elements and thicker serifs. Furthermore, modern-cut letters are the most suitable for coated or calendered papers. Soft stock does not offer a good printing surface for their hair-lines and thin serifs; and on hard, rough-surfaced stock they are less liable to stand the wear and tear than old-style letters, which were primarily designed to be used on antique papers.

When used in connection with figures, the terms old-style and modern-cut distinguish their forms, not the weight of elements or the serif formation. In old-style figures the characters 6 and 8 are ascending, while 3, 4, 5, 7 and 9 are descending characters. Nowadays modern-cut figures are generally preferred, and all fonts cut in imitation of the old-style letters usually contain what are known as modern old-style figures — figures which are all ascending but which, aside from this, have the characteristics of old style. Fig. 77 illustrates the difference between old-style and modern old-style figures.

H 1 2 3 4 5 6 7 8 9 0 H

H 1 2 3 4 5 6 7 8 9 0 H

Fig. 77.— Showing the difference between modern-cut and old-style figures.

* * *

A CORRECTION.

Mr. A. V. Harcourt, Baltimore, Maryland, calls our attention to an error in this department of the December (1911) Inland Printer. In explaining the symbols of the zodiac we commenced with Aries as a January symbol; Taurus, February; Gemini, March, etc. Instead of this the order should commence with Aries as a March symbol and end with Pisces as a February symbol. We regret this error, and are glad to make the correction.

* * *

The "Millinery Announcement" ad., reproduced herewith, is the best specimen submitted in the second monthly contest held for apprentice members of Denver Typographical Union, No. 49. This first-prize ad. is the work of George W. Johnson, with the Williamson-Haffner Company. George W. Rice, with the American P. & P. Company, received second prize, and Harry Vander Perel, with the *Post*, received third prize.

MILLINERY
ANNOUNCEMENT

I wish to announce to my friends and patrons that I am now ready with my

FALL and WINTER
MILLINERY

at most reasonable prices. I make up your own materials and last season's hats into stylish millinery. You will find my styles and work of the best. Feathers cleaned and curled. I cordially invite you to call and see me.

Respectfully,
MRS. J. M. WALTER,

4700 WEST FORTY-FIRST AVENUE
Phone Gallup 1779.
Open evenings until 7:00 o'Clock.
Saturday evenings until 9:30.

Prize-winning ad. set by Geo. W. Johnson in apprentice contest, Denver, Colorado.

* * *

Don't fail to enter our letter-head contest, which was announced in The Inland Printer for February. Valuable prizes will be given to the winners, and each contestant will receive a complete set of the specimens submitted.

Specimens

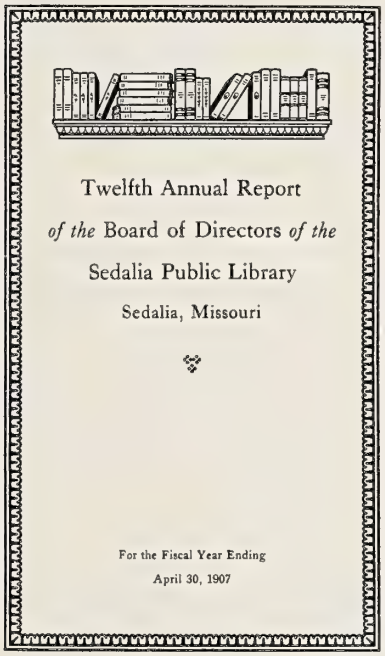
BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

A PROGRAM from Hussey & Gillingham, Adelaide, Australia, is elaborately gotten up in colors, with an embossed cover.

JOHN MCCORMICK, Troy, New York.— The booklet is exceptionally well gotten up, and we would congratulate you upon the results attained.

A MOTTO-CARD from the Lehmann Printing Company, San Francisco, California, is attractively printed in black, red and green on brown stock.



By M. O. Triplett, Morganza, Pennsylvania.

WE show herewith a reproduction of a title-page for a library report. It was set by M. O. Triplett, of Morganza, Pennsylvania, a student of the I. T. U. Course, and illustrates the value of a simple typographical design, coupled with appropriate decoration.

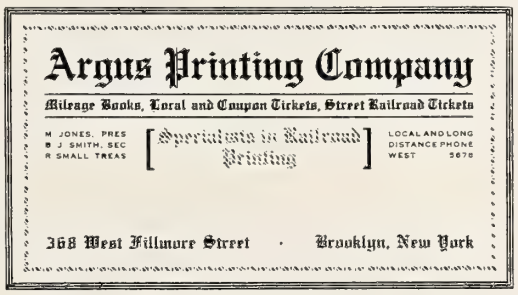
CHARLES P. ORTON, Brooklyn, New York.— All of the specimens —envelope, title-leaf and blotters — are nicely arranged, and show the possibilities attendant upon a judicious use of the roman type-faces. We see nothing in any of them to which we would take exception.

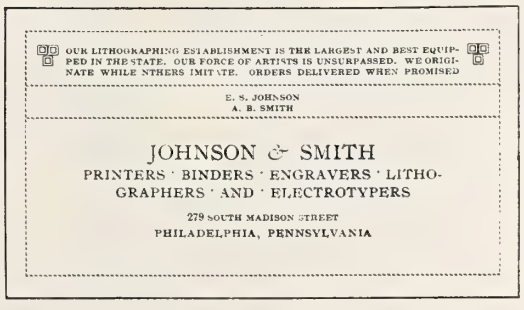
"THE KEYSTONE BOOK OF CASLONS" is, as its name implies, an exemplification of the Caslon group of type-faces manufactured by Keystone Type Foundry. The presentation of the attractiveness of these type-faces is excellent, and they are shown to their best advantage in this booklet. Various colors and finishes of stock are used, and these, together with the color combination, tend to bring out the type-faces to the best advantage.

SHREWSBURY PRINTING COMPANY, Shrewsbury, Pennsylvania.— While the work throughout is very satisfactory, we like best the programs. Both of these specimens are excellently gotten up, and we would congratulate you upon the neatness and simplicity of the designs. The color combinations on the various pieces of work are also satisfactory.

THE McCLURE COMPANY, Incorporated, Staunton, Virginia.— The program is very nicely gotten up, and the treatment of the headings is original. We find nothing whatever to criticize in this work, with the possible exception of the suggestion that a little more space be placed above the top line on the cover-page, as it now crowds the rule rather closely.

A. MUGFORD, INC., catalogue specialist, of Hartford, Connecticut, has issued an attractive booklet devoted to wood and photo engraving in relation to high-class catalogue-making. The booklet is very informing as well as interesting, as it gives numerous examples of various kinds of engravings, with suggestions as to their most fitting use. It is very nicely printed.





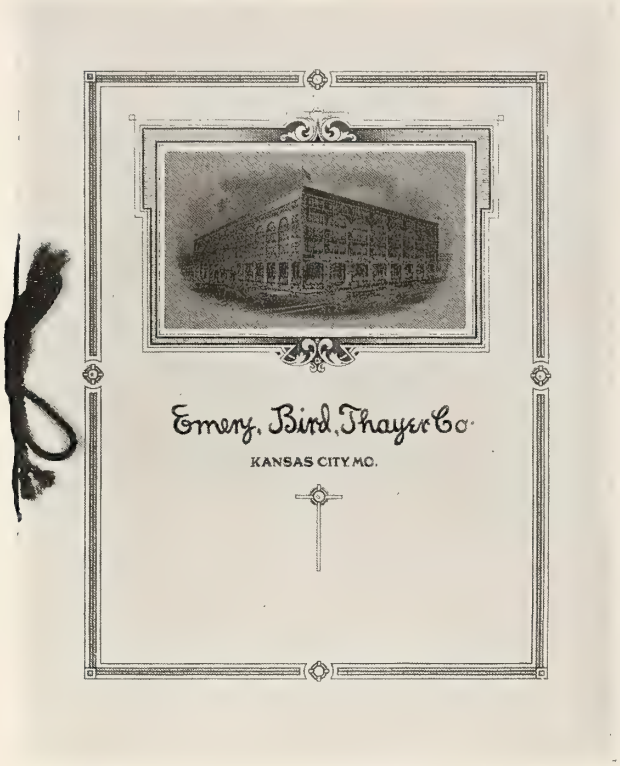
Tasty business cards by J. F. Tucker, New Philadelphia, Ohio.

A GROUP of business cards from J. F. Tucker, New Philadelphia, Ohio, shows some very interesting arrangements. We show herewith reproductions of two of them. The originals are in black and red.

LEHRFELD PRINTING COMPANY, Philadelphia, Pennsylvania.— Both of the specimens are well designed, and we find nothing whatever to criticize in either of them. The typographical arrangements are good and the colors

are very pleasing, although we note that on the program the gray does not print as clearly as it might.

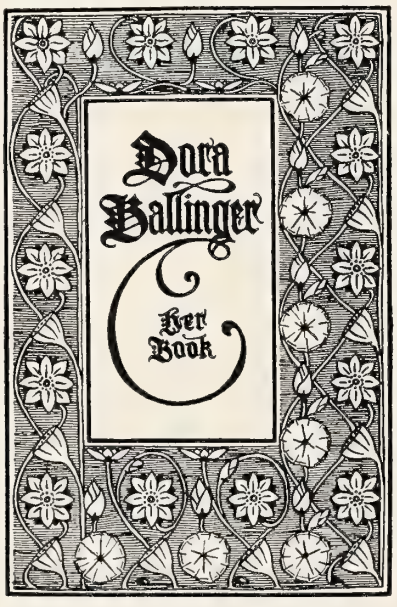
We have received from the Union Bank Note Company, of Kansas City, a handsome booklet, gotten out for the Emery, Bird, Thayer Company. The



Cover by the Union Bank Note Company, Kansas City.

work, from the plate-making to the finished product, is excellent. We show herewith a reproduction of the cover, the original of which is printed and embossed in gold and colors.

We show herewith a reproduction of a book-plate, designed and lettered



Book-plate designed by Paul J. Peters, Chicago.

by Paul J. Peters, Chicago, an I. T. U. student. The lettering is excellently handled and its decorative qualities have been well brought out.

The Reliance Idea, the house organ of the Reliance Engraving Company, of Pittsburgh, is one of the most elaborate house organs that reach this department. Not only does the cover show an excellent example of three-color printing, but the inner pages are also printed in three colors. The examples of plate-making are all excellent, and the text is interesting.

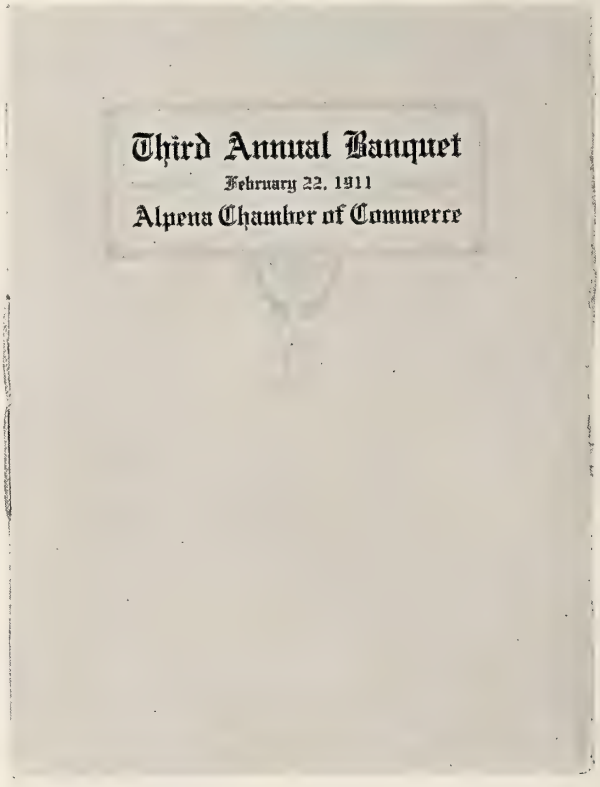
Van Meter-Welch Printing Company, New Richmond, Wisconsin.— The specimens are all well handled, although we think that on the blotter the use of a stronger heading would result in a more satisfactory appearance. We would also suggest that the blue on these specimens be made a trifle weaker, as the dark blue does not contrast sufficiently with the black.



By R. Lyle Griffin, Grand Rapids, Michigan.

R. Lyle Griffin, Grand Rapids, Michigan.— The business card printed in black and gray is very attractively gotten up, and the border which you have used is thoroughly suggestive of the subject. We show herewith a reproduction of it.

Joseph P. Sobczak, Alpena, Michigan.— With the exception of the fact that a few of the specimens contain a trifle too much decoration and too



By Joseph P. Sobczak, Alpena, Michigan.

many bright colors, the work is well handled throughout. Of the specimens, we like best the program and menu for the Third Annual Banquet of the Alpena Chamber of Commerce, a reproduction of the cover of which we show herewith.

From the Herald Press, Montreal, Quebec, we have received a copy of an attractive booklet gotten out for the Royal Securities Corporation. The cover is heavily embossed in colors, and the inner pages attractively printed in black and orange on India tint stock. The design as a whole is very striking and the work is well handled throughout.

LEON LESTER, Kinsley, Kansas.— The specimens afford no opportunity for adverse criticism, and we would congratulate you upon the successful manner in which you have handled the work.

A BOOKLET, entitled "Apples of Gold," from the Smith-Brooks Printing Company, Denver, Colorado, is a striking piece of work. The most noticeable features are the illustrations, nearly all of which are printed in colors.



Attractive cover of the new Chandler & Price catalogue.

WE show herewith a reproduction of the cover of the new catalogue issued by Chandler & Price. The original is printed on hand-made paper in three colors and is exceptionally attractive.

LAREW PRINTING COMPANY, Knoxville, Tennessee.— The letter-heads are all excellent in arrangement and color, and the manner in which they are shown is very attractive. The argument accompanying them is a convincing one.

J. F. HOLTMAN, Chicago.— The card is very attractively gotten up, and we find nothing whatever to criticize in its arrangement. The placing of the half-tones is very satisfactory, and the rule divides the card into pleasing proportions.

FROM Robert Calvert, Dundee, Scotland, we have received a copy of a special program gotten up for the Masonic anniversary of the birthday of Robert Burns. The program is pleasingly printed in appropriate colors, the cover being embossed.

H. R. LISCHER, Mascoutah, Illinois.— Except for the fact that on one or two of the specimens the names are set in rather large sizes of type, the work is very satisfactory. The designs are all neat and tasty, and the typefaces pleasingly used.

FROM the Express Printing Company, Superior, Nebraska, has come a package of unusually neat and tasty commercial work. Especially pleasing is the manner in which the colorwork has been handled, the combinations all being harmonious. The work calls for no criticism.

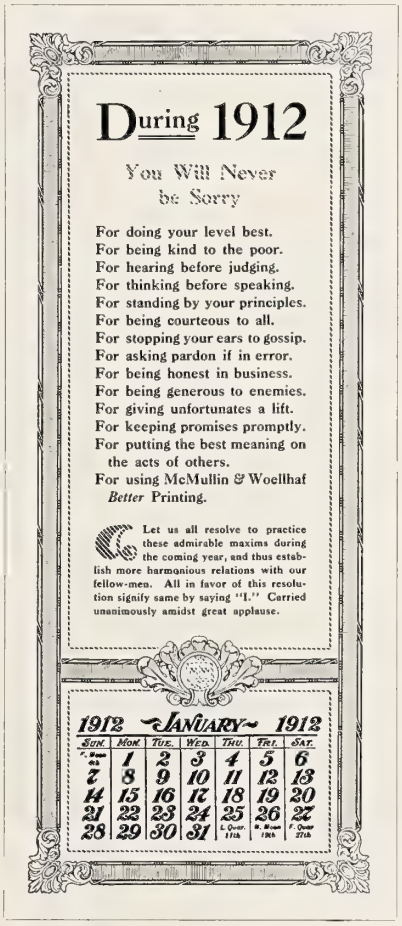
FROM the Altruria Press, Palo Alto, California, we have received a copy of "Prison Verse," a group of poems by Royall Douglass, "No. 19173," San Quentin. The booklet is unusually attractive in its appearance, and the manner in which it has been gotten up exhibits excellent taste.

J. B. MILLER, Bucklin, Kansas.— We would suggest that the rules on either side of the line at the top of the statement be placed a little closer to the line. We would also suggest that the matter at the bottom be set in type at least one size smaller, as it seems rather large. The color combination is unusual and pleasing.

A PACKAGE of specimens from the printing department of the elementary school of the University of Chicago contains some highly interesting examples, most of them written and printed by pupils of the seventh and eighth grades. The work throughout is handled in a pleasing manner, a most noticeable feature being the use of subdued colors, both in stocks and inks. Miss Katherine M. Stillwell is in charge of the department.

J. C. BLAIR COMPANY, Huntingdon, Pennsylvania.— The specimens are well arranged typographically, but on some of them a change of colors would be an improvement. On the motto-card printed on blue stock, the use of a light blue or orange-brown in connection with the dark blue would be more pleasing than the color now used, and on the small motto-card, on white stock, the use of a gray-green, or even black, would be more satisfactory than the tint in combination with the red.

M. B. DRAKE, Bowen, Illinois.— On some of the specimens, notably the specimen for W. J. Carlin and the letter-head for the Bowen *Chronicle*, you have used type which is rather large for work of this character. We think if you were to use much smaller sizes the effect would be better. We would also call your attention to the fact that in several cases you have not spaced the lines in accordance with the shapes of the type. Where the condensed letter is used it is better to put less space between words than where the extended letter is used. This particularly applies to the W. J. Carlin specimen, above referred to. Where text letters are used it is always advisable to have but little space between the words, the nature of the letter calling for this, as it should be set close together to give the black effect characteristic of the text letter at its best.



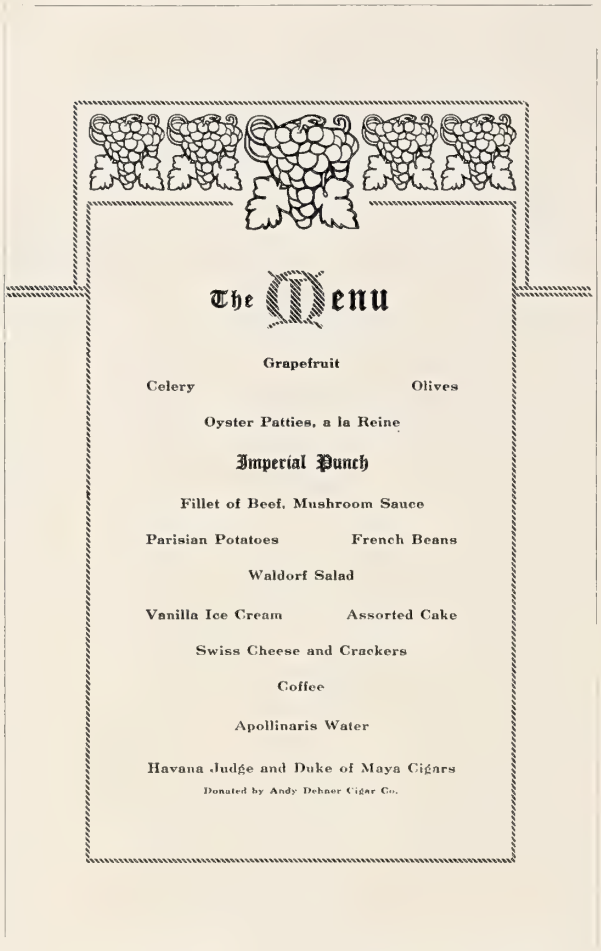
By McMullin & Woelhaf, Burlington, Iowa.

SOME of the most attractive printing which reaches this department comes from McMullin & Woelhaf, Burlington, Iowa. The designs are excellent, and the manner in which the decorative pages are handled is most pleasing. We show herewith reproductions of two of the late specimens from this firm.

C. A. HAKINS, Toledo, Ohio.— Some of the specimens which you have sent contain rather too much ornamentation. This especially applies to the Christmas greeting. We would also suggest that the use of some color other

than the silver bronze on the motto-card would be productive of more pleasing results.

A CATALOGUE of Peerless fans, recently issued by The Peerless Electric Company, of Warren, Ohio, is handsomely gotten up. The cover is embossed in gold and green on brown stock, with the inner pages printed in black and brown on white stock. The work throughout is very meritorious.



By McMullin & Woelhaf, Burlington, Iowa.

E. G. FOX, Springfield, Missouri.— All of the specimens are excellently handled, and we find nothing to criticize in any of them. The typography is pleasing and the colors are harmonious.

A PACKAGE of commercial specimens from J. L. Frazier, Lawrence, Kansas, contains a number of attractive designs. The type arrangements and color combinations are excellent, and the work is very pleasing.

Fountain Force, the house organ of the Acorn Brass Manufacturing Company, Aurora, Illinois, is a most attractive little publication. The text is interesting and instructive, and the arrangement and general appearance are very pleasing.

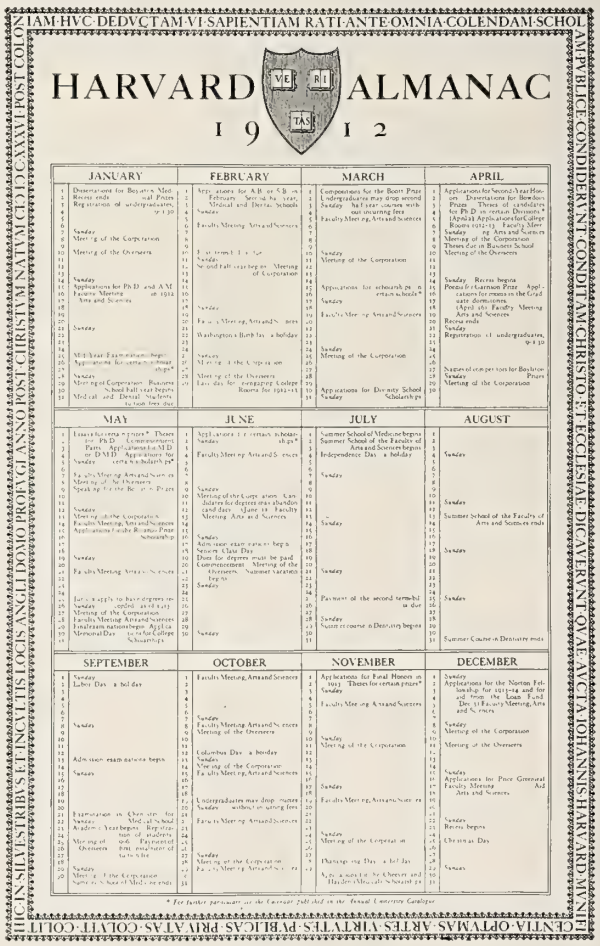
J. SHORT, Toronto, Ontario.— The letter-head specimens are neatly arranged, and we find nothing in them to criticize. We think, however, that the dance program title-page contains too many rules, and would suggest that some of them be omitted. The booklet for the British American Business College is attractive in its arrangement, the decorative effects being excellent.

G. HARDY ARMSTRONG, Baltimore, Maryland.— We would suggest that you use a smaller number of type-faces on the blotter. On work of this kind, one or two series should be sufficient, and the use of a larger number is very likely to produce an inharmonious appearance of the page as a whole. We would also suggest that the breaking-up of sentences into separate groups by the use of different faces for some of the words destroys, to a large extent, the readability so desirable in printing of an advertising nature.

CRAMER PRINTING & PUBLISHING COMPANY, Crafton, Pennsylvania.— The specimens are well gotten up, although there is a trifle too much decoration on the page referring to "Reliance duplex policies." Where a page is printed in two colors, and especially if one of those colors is a light tint, a large amount of decorative material may be used without danger of its overshadowing the text. When the page is in but one color, however, care must be taken that decoration is not used in such quantities that it detracts from the effectiveness of the reading-matter.

SETH MONTGOMERY, Lipan, Texas.— While the letter-head is unique in its arrangement, still we think that a more simple design, with less rulework, would be preferable, especially in view of the fact that the rules do not join well. We would also call your attention to the fact that there is rather too much space between words in the main line, and would suggest a little letter-spacing in order to avoid this but still keep the line of the same measure. We would also suggest that a blue tint be used in place of the green in the end panels, and that a little yellow be mixed with the red, making it more of an orange, so that it would harmonize more pleasingly with the blue.

ERNEST O'BRIEN, Chillagoe, Australia.— Perhaps the most noticeable feature in the specimens which you have submitted is a tendency toward the use of a too large amount of decorative material. We feel that if you would confine your designs to more simple ones, leaving out a large percentage of the ornaments and rules, the effect would be much more satisfactory. We would also call your attention to the fact that, wherever possible, each specimen should be set in one, or at most two, series, in order that a harmony of shape between the type-faces may be attained. Where we use four or five different type-faces, and especially where some of them are condensed and some extended, we do not get the harmony of shapes which is necessary to the best typographical arrangements.



The Harvard Almanac, designed by students of the class in printing.

WE show herewith a reproduction of an almanac designed by the students of the class in printing at Harvard University, and printed in the university printing-office. It is an excellent piece of work.

HOWARD C. HALL, Asheville, North Carolina.— The specimens are well handled throughout, and we find little to criticize in any of them. We would, however, suggest a little more care in the use of type-faces which do not harmonize with each other, and would especially call your attention to the use of lining gothic and the text letters, especially when the lining gothics are used in very large sizes. The dissimilarity in their shapes is more apparent where the large sizes are used, and for this reason we think that when these type-faces are combined the lining gothic should be confined to the smaller sizes. The directory is nicely gotten up and the advertisements are well handled.

From Henry J. Douma, instructor in the printing department of the Hackley Manual Training School, Muskegon, Michigan, we have received a package of unusually original and clever specimens. They are the work of the students in the printing department, and consist of copies of the school paper, together with posters, tickets, programs and such printing as comes into school use. Much of the work is in colors, the key-plates being



Cover by students of the Hackley Manual Training School, Muskegon, Michigan. Original in colors.

zinc etchings, with the color plates cut from wood by the students. We show herewith a reproduction of one of the cover-pages, the original of which is printed in five colors on brown stock.

The Queen City Printing Ink Company is issuing an attractive series of blotters, original in design and attractively printed in various colors. They are excellent advertising and should be productive of good results.

A portfolio of advertising designs arranged by John H. Hodgson for the special-service department of the David Williams Company, of New York, shows some most interesting arrangements. Simplicity of design, together with a pleasing harmony of type, characterizes the work.

Baumgardt Publishing Company, Los Angeles, California.— The inner pages of the Franklin menu are very pleasingly gotten up. We would suggest that on the cover-page the placing of the matter, or at least the illustration, nearer the top of the page, rather than in the center, would be more satisfactory. Where the reading-matter on a page is all placed near the bottom the effect is that of a design being built up from the bottom, and we think that a design which has the effect of hanging pendant from the top of the page, rather than being built up from the bottom, is much more satisfactory.

Brown Printing Company, Camden, Arkansas.— The letter-head is unusual in its treatment and very pleasing, although we would suggest that you place considerably less space between the words in the main line. Where text or gothic letter is used, care should be taken that but little space is placed between the words, as the wide spacing is not in harmony with the general shape of the letter, nor with the purpose for which it was originally designed — that of saving space. Of the different combinations of color, we like best the one on white stock, although the blue is also very pleasing. The green is hardly as satisfactory, due to the fact that green and blue rarely combine with good results.

The *Canova Herald,* Canova, South Dakota.— We would suggest that if, on the New Year greeting, the heading were made a trifle larger, in order that it may stand out more prominently than the text-matter, the page would be more pleasing in appearance. We would also suggest that the lining up of the first line of the text with the top of the initial letter would be more satisfactory, as it would not only be an improvement at the top of the letter, but would more nearly equalize the spacing at the side and bottom. Where ruled borders are not in the best of shape, it is desirable that something else be used, as the poor joints detract greatly from the appearance of the finished work.

R. M. Rigby Printing Company, Kansas City, Missouri.— The specimens are quite nicely arranged, although we would call your attention to one or two points regarding them. On the cover for the catalogue of the Garden City Buggy Company we would suggest that the panel containing the words "Buggy Catalogue" be raised a trifle on the page, as the placing of this panel directly in the center of the page divides it into equal parts and the feeling of proportion is lost. We think that the division of this page into unequal parts, with the placing of the panel toward the top of the page, would be much more satisfactory. We would also suggest that on the title-page of this catalogue, as well as on one or two of the other specimens, the use of the hair-line rules with the heavy type-faces does not make for a harmony of tone, and that slightly heavier rules more in keeping with the color of the type would be preferable. The letter-head for the Kansas City Typographical Union is a very pleasing piece of work, both in design and color. On the page for the R. M. Rigby Printing Company we would suggest that the second group of type be placed with the first one, making one large group at the top, and that the words "Blank books and loose-leaf systems" be placed in the space now occupied by the second group. This would reduce the number of groups on the page to three instead of four, and obviate equal spacing between the groups.



Calendar of National Steel & Copper Plate Company.

We have received calendars from the National Colortype Company, Portland, Oregon; Gatchel & Manning, Philadelphia, Pennsylvania; the Kingsbury Printing Company, Twin Falls, Idaho; James Broadley, Ocrington, England; Watzelhan & Speyer, New York city; Hazell, Watson & Viney, Ltd., London, England; Johnston Harvester Company, Batavia, New York; Blakely Printing Company, Chicago; Stone Printing & Manufacturing Company, Roanoke, Virginia; Oscar F. Jackson, Lansing, Michigan; Rotary Lithographing Company, Philadelphia, Pennsylvania; The Barber Printery, Winston-Salem, North Carolina; the A. B. Doerty Printery, Findlay, Ohio; Crane & Co., Dalton, Massachusetts; Regan Printing House,

Chicago; White & Wyckoff Manufacturing Company, Holyoke, Massachusetts; National Printing & Publishing Company, Chicago, and National Steel & Copper Plate Company. We show a reproduction of the latter.

From Edward H. Lisk, Troy, New York, we received a package of unusually attractive specimens. Perhaps the most interesting, from the standpoint of originality and design, is the advertising card, a reproduction of which we show herewith. The original is printed in green, black and orange on white stock.



From Edward H. Lisk, Troy, New York. Original in colors.

Note.— Owing to the fact that the originals of the specimens reviewed in this department furnish excellent material for those in search of a variety of ideas, we have made arrangements to furnish them to our readers at a nominal price. These specimens of printing may be had in varying quantities and in packages consisting of miscellaneous assortments or one specified line of work, as desired.

TO REMOVE IRON-RUST FROM FABRICS.

Rice as a remover of iron-rust from fabrics is not to be excelled. Not only does it bleach the recent stain, but even that of long standing.

Boil a cupful of rice in two quarts of water for thirty minutes. Let it stand over night and strain through a cheesecloth. Soak the iron-rust spots in the rice-water for four or five hours, and then rinse in clear water. This will effectually remove rust stains, no matter how old.— *Ex.*

FOREARMED.

Terence appeared at the club the other day with a radiant, contented smile.

"What's the joke?" asked a friend.

"Well, yez see," explained Terry, "O'Brien is always slappin' me on the chist and breakin' me cigars. But Oi'll be even with him this mornin'."

"How?" asked the friend.

"Oi've a stick of dynamite in me cigar pocket," said Terry; "Oi'll fool him this toime." — *Ex.*

Written for The Inland Printer.

SLUG 6 VS. THE BOSS.

BY IVAN.

IN a large shop the Boss very seldom bothers with anything but the profits, and the foreman is supposed to know how a job should appear after it is finished and not to interfere with the intermediate processes in bringing the job to that point; there being others to look after this part. Now, in a small shop, the foreman has to know a little about all the different branches, as he may have to lend a hand at most anything. Of course he doesn't have to be a first-class feeder, but he may be able to manage a couple of hundred an hour and in a pinch he would get through the job if he stuck to it long enough.

Well, the last place I was in was one of the queerest of the queer. Everything was rush, and this was how it happened:

The Boss was a scientist and always had his mind on anything that was scientific. If it was in the printing line, all right; if it was not, all right just the same; and he would become so deeply engrossed that he would forget all about the orders that came in and would not recall them again until he was asked by his customer over the 'phone how soon the job would be ready. Then he would give an answer and rush madly into the shop with the copy flying in one hand and scratching his head frantically with the other. This is the way we received most all our copy.

But New Year's was the limit. I had my press washed and everything in order when I left. Jack had spent a good two hours on a particular make-ready and was glad it was done and ready to run off on Tuesday.

Tuesday morning when I went to look at my press I found it had a bum wash-up and the rollers were resting on the plate and were good and flat on one side. Gee! I was sore, and I was wondering if the elves, that helped the cobbler make shoes in the book that I used to read about when I was a kid, had run out of cards and were running off a few during our absence. Pretty soon I heard a lot of cussing from Jack's direction and figured that he must have had a surprise, too.

Sure — there was no mistake. His two hours' make-ready was dragged off his press and scattered to the four winds and the grippers showed signs of having been changed about a dozen times until the right position was finally reached.

Say, Jack was furious, and the Boss hearing the uproar came to see what was the matter.

"Matter!" said Jack. "Who has been meddling here, anyway?"

"Well, Jack," said the Boss, "it was this way. When I shoved my hand into my pocket Sunday in church to feed the contribution box, I felt some paper. I pulled it out to take a look at it and found it was an O. K. on a job that had to be delivered before Tuesday morning, so I ran right out of the church and called up the foreman. I made him come down and together we managed to get the thing off and save ourselves the chance of losing a good customer."

"That is the limit," I said, and Jack and I went out for a drink and forgot to go back to that crazy joint.

THE printer-failure finds a hundred reasons for his condition; there is but one real reason and this can only be found under the printer-failure's own hat.— *Ben Franklin Monthly.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GERMANY.

NUREMBERG, according to its new city directory, has 80 printing-offices, 39 lithographic establishments, 6 tin-printeries, 14 dailies and 84 other periodicals.

THE Vogtländische Maschinen-Fabrik of Plauen, which also builds printing machinery, distributed 100,000 marks ($23,800) among its employees as a Christmas gift.

THE local society of master printers of Bremen announced, through an advertisement in the papers, an increase in the price of printing, beginning with January 1, 1912.

THE German Association of Rubber Stamp Manufacturers has resolved to increase the price of its products ten per cent, the reason being increased cost of labor and material.

THE central continuation school of Chemnitz is about to add a course in printing, and will install a cylinder and a job press, together with the necessary supply of type, in a new addition to its building.

AN *ex-libris* society has been organized at Leipsic, to foster the book-mark interests, by having exhibitions and lectures at frequent intervals. The society meets on the second Wednesday of each month.

THE master printers of Berlin, after giving due notice to their clientèle, raised their prices ten per cent on January 1, because of the increases in the journeymen's wage-scale, which took effect on that day.

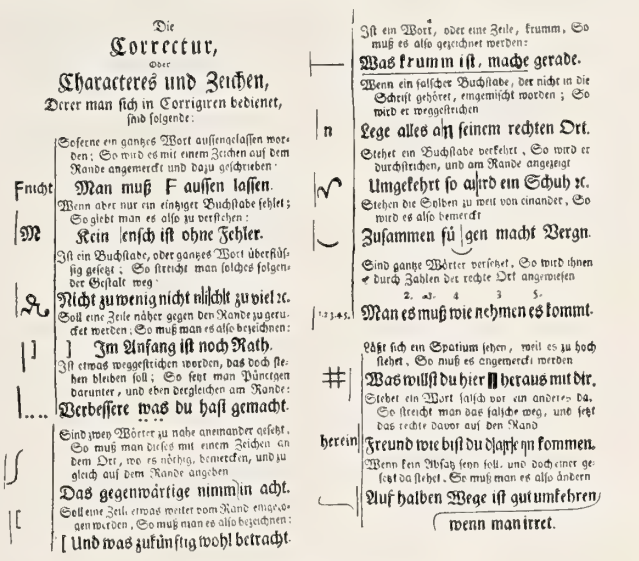
FRAU KNORR, widow of the lately deceased publisher of the *Neueste Nachrichten*, Munich's old and popular daily, in addition to numerous donations to members of the journalistic profession, has given 10,000 marks ($2,380) each to the pension society of the *Nachrichten's* force and the sick benefit treasury of the firm of Knorr & Hirth.

AT a meeting of advertisers, held recently in Leipsic, it was decided to put upon the "index" those journals which have raised their advertising rates (because of the higher wage-scale). These advertisers demand that the publishers should raise their subscription rates and not always make advertisers sustain increased operating expenses.

THE most highly valued book is not the Gutenberg Bible recently sold in New York city for $50,000, but a missal of the diocese of Constance, now in possession of Herr L. Rosenthal, at Munich. This is a unique copy, and is printed in black and red on vellum, supposedly by Fust & Schoeffer, at Mayence. It originally contained 102 pages, but fourteen of these are now missing; yet this does not restrain Herr Rosenthal from placing a price of $75,000 upon the book.

THE inkmaking house of Fischer, Naumann & Co., at Ilmenau, Saxony, one of the oldest at this business in Germany, on January 1, last, attained its seventy-fifth anniversary. On this occasion the head of the house, Hermann Naumann, gave 20,000 marks ($4,760) in bonds bearing four per cent interest to an endowment fund to assist old and invalided workmen or their families, while two other members of the concern — Hermann Naumann, Jr., and Konrad Naumann — gave 10,000 marks in cash, to be distributed among their employees, proportionate to length of service. Hermann Naumann, Jr., also gave 10,000 marks to a new hospital about to be built in Ilmenau, in recognition of high civic honors bestowed upon him because of the house's successful career.

PROOFREADERS will be interested in an old list of marks just resurrected and reproduced in *Die graphische Welt*, from which we copy them. They are taken from an instruction book for apprentices, "*Der in der Buchdruckerei wohl unterrichtete Lehrjunge*," published by Christian Friedrich Gessner, at Leipsic, in 1743. It will be noted



EARLY GERMAN PROOFREADERS' MARKS.

that most of the marks are identical with those used to-day for the same purpose. Those who can read German will be struck with the very apt use made of maxims and sayings current in this language.

FRANCE.

THE city of Paris has acquired two newly invented machines with which to place stamps on posters, as required by the law taxing such printed matter. These machines are said to have a capacity of one hundred thousand per hour.

ON December 16 last M. Voirin and his wife gave a grand soirée in the salons of the Washington Palace, having as their guests a gathering of representatives of the printing industries, among which M. Voirin, who is a machinery-builder, has a host of friends. Mlle. Heilbronner, of the Opéra-Comique, and other stage artists entertained the guests.

TWO OFFICIALS of the French Typographical Union — Messrs. Keufer and Hamelin — were asked by the government to be members of a commission to discuss conditions in the national printing-offices, but refused to serve, because they did not wish to sit in consultation with certain other members who, as master printers, do not employ union printers and refuse to pay the adopted wage scale.

THE paper industry of France lost a prominent member by the death of M. Jean-Pierre-Casimir Benier, president of the Chamber of Commerce of Grenoble and an officer in the Legion of Honor, who passed away recently, at Grenoble, in his eightieth year. Some years ago, when the French school of paper industries was started at Grenoble, M. Benier presented it with seven thousand square meters of land, valued at $120,000. By his will the deceased, who was of very humble origin, gave $12,000 to the Grenoble Chamber of Commerce, $16,000 to the hospitals, $2,000 to

a benevolent society, $2,000 to an association of old students of the Vaucanson school, $400 to help old people, $400 to assist apprentices, $2,500 to the mutual benefit society of Saint-Egrève, $30,000 to be distributed among one hundred young women from twenty to twenty-two years of age, $30,000 to be distributed among one hundred young men from twenty-three to twenty-six years of age, $2,000 to be divided between the oldest workmen in his factory, besides numerous other smaller bequests.

THE union of master lithographers of Paris, in a recent meeting, decided that an increase in the price of lithographic work be made, basing the action upon the following increases in the cost of labor and material: Sketching, composition, engraving, alcohol, gums, glues, gelatin, bronzes, gold-leaf, ten per cent; silks, eyelets, ten to twenty per cent; paper and cardboard, seven to twelve per cent; zinc and aluminum, twenty to twenty-five per cent; lithographic stones and printing type, fifteen per cent; machinery of all kinds and coal, twenty per cent; essences and linseed oil, thirty to forty per cent; general expenses, fifteen to twenty per cent.

GREAT BRITAIN.

IT is reported that the London *Evening News* has been purchased by the American publisher, W. R. Hearst.

THE Anglo-Russian Gazette, Limited, is a new corporation, which will issue a journal in London in the Russian language, the first of the kind to appear in England.

DURING this winter no less than forty technical schools in the British isles provided classes in typography. A number of them also have classes in lithography and bookbinding.

DURING 1911 a total of 10,914 different books was published in the United Kingdom, an increase over 1910 of 110. This is the largest number ever recorded for a year's output in the kingdom.

A CONVALESCENTS' home for sick printers will be established at St. Margaret's Bay, to be named "Caxton's Seaside Home." Arrangements have been made for sixty-one gratuitous beds for invalids.

MR. HENRY LABOUCHERE, the noted journalist and founder of *Truth*, died, January 15, at his residence in Florence, Italy. He first came under public notice with his letters to the London *Daily News* from Paris during the Franco-Prussian War in 1870. Afterward, in company with Edmund Yates, he started a paper called the *World*. He severed his connection with this in 1887, when he established *Truth*.

A LARGE poster-printing house in London recently made an interesting experiment, which was undertaken to learn what colors were the most readable. The same form was printed in gold on black, blue on white, etc. The testers started at a certain distance from the posters (properly hung) and in walking slowly toward them noted what color combinations were easiest read and at what greatest distances. The poster which could be read farthest off was found to be printed in black on a yellow ground. Then followed in order of legibility and distance the following: blue on white, green on white, red on white, white on blue, black on white, yellow on black, white on black and white on green.

A LIVELY agitation is under way among publishers against the high rate of postage on periodicals. As an example of the present excessive rate it may be cited that the postage on a copy of our worthy contemporary, the *British Printer*, is 4 pence (8 cents) for inland transmission and 6½ pence (13 cents) for the colonies.

SWITZERLAND.

THAT typesetting machinery has at last attained a high position in the world is attested by the fact that a machine — what make is not stated — has now reached an altitude of 6,100 feet, being lately installed at Arosa, a health resort in the Swiss mountains.

SWITZERLAND has the anomaly of a union of nonunion printers. Just how strong it is does not appear, but it has been asked to join the master printers' association and the typographical union in an endeavor to form a society having for its object the elevation of the trade to a more profitable plane, the observance of wage-scale regulations, the defining of the rights and duties of employers and employees, the fighting of reckless competition, etc.

ITALY.

ONE of our noted contemporaries — Signor Salvadore Landi, editor and publisher of *L'Arte della Stampa*, established by him in 1870 — died last November, at Florence, aged eighty years. Deceased was esteemed as a leading printer in Italy, and some years ago was awarded official distinction as a Chevalier of Industry. The excellently gotten up pages of *L'Arte della Stampa* testify to his good taste and careful work both editorially and printorially. It is to be recorded with regret that he suffered much ill health during his last years, and had become totally blind. According to a circular just received, a company has succeeded him, to continue the publication of his magazine, which appears monthly.

HUNGARY.

ON January 30 a copyright treaty between Hungary and the United States was signed at Budapest, Mr. Richard C. Kerens, the American ambassador, signing for the latter country. This is the first direct treaty between the two countries, and it is expected that it will remove the long-standing grievance of Hungarian authors and composers, who have heretofore been unprotected in the United States.

RUSSIA.

BECAUSE of the approaching three hundredth anniversary of the reign of the Romanov house over Russia, the Postoffice Department will issue a new series of stamps. These will differ from former issues in that, instead of the usual Russian eagle, they will bear pictures of the different Russian emperors, beginning with the lowest denomination, which will have the portrait of Peter the Great.

BRAZIL.

THE Brazilian Senate has passed a bill giving copyright to foreign authors, so that these will enjoy the same privileges and advantages as are enjoyed by native authors.

BACKBONE OF PRINTERDOM DEVELOPING.

The suit of the Herald Printing Company vs. Keplinger & Co. was called for trial. The plaintiff printed fifty thousand circulars for the defendants. The contract price was $480 and under the terms of the contract the amount was to be paid within thirty days of the delivery of the circulars. Plaintiff claims that the bill was not paid for six months, and his suit is for $10.02 interest.— *Lancaster (Pa.) Intelligencer.*

Cost and Method

BY R. T. PORTE.

It Seems Unbelievable.

A few days after penning the item "The Spirit of Get-together," published in January, a newspaper clipping was received from a friend in Michigan, which forcibly brought again the idea that printers are still hermits. As the article was boldly printed in the paper, there can be no fault found with reproducing it here:

> The *Sun* received notice Monday from the McMillan Printing Company that Monroe printers had arranged a scale of prices for job printing, with an implied request that we join in with them. They name two items as examples of charges that should be made, tax receipts and sale bills being selected for the basis of prices. The *Sun* is not very forcibly impressed with the proposed scale, neither has it always found Monroe printers sticking closely to an adopted price, so will quietly watch developments for a while. Again, the *Sun* has been on the newspaper map long enough to have become egotistical so far as thinking it has mastered the business sufficiently to be able to fix prices that will be fair to both it and its patrons; so far both have been treated fairly and we have heard no complaint. Then, while the *Sun* has not been as insistent in harping against the formation of trusts and combines, or the forming of combinations for raising prices as have the Monroe papers, we certainly do not favor it. The *Sun* will continue to do work on the live and let live basis, doing no cutting of prices, and if the Monroe printers, remembering they are not the whole cheese, will do the same, all will be well.—*Petersburg (Mich.) Sun, November 17, 1911.*

This short article is worthy of a whole page of comment, and every sentence has a sermon, but just the opposite of what was intended. It is a question if this printer really knows what his work costs, because if he does, and the prices sent out by the Monroe printers were not correct, he would have figures to back it, but instead, deals in those generalities that mean nothing and prove nothing.

The idea of trusts and combines is preposterous. No one is trying to form a printers' combine — but they are honestly trying to find out what work costs to produce, and such a price-list as sent out by the Monroe printers is merely a basis for selling price, as found through a cost system.

It would well pay the proprietor of the *Sun* to visit the Monroe printers and be "shown" that the prices are right, and then install a cost system and *prove* they are right.

No doubt he has been on the newspaper map a long time, and so have others who have found, after fifty or sixty years, that they knew next to nothing about their business. A printer in Minnesota stated at a public meeting that after twenty-nine years and seven months publishing a daily and weekly paper and running a job plant, in the last five months, after installing a cost system, he had learned more about printing as a "business" than in all the previous years. And he is a successful man — one of the very few.

A word to the *Sun* man, and others who think exactly as he does:

"Don't be a hermit, don't sit back and watch; go and talk and investigate, and put in a cost system. That will prove things to you, and you will feel different and be a different man than you are at present."

The Cost System's Defect.

There is one great flaw in the cost system. Perhaps you think that remark is peculiar, coming from one who advocates a cost system so strongly, but it has been his opinion from the time the matter was first called to the attention of other printers.

No other invention in the printing business has put so much real money into the pockets of its owners as a well-run cost system, and every user has become a booster, and you would naturally think every other printer would like to get in on this good thing. When a new face of type is brought out and a few magazines and a few leading printers begin to use it, every printer gets a pencil and figures how much of the new face he can purchase. When a new labor-saving process or machine is brought out, every office that can afford to get it, at once listens to the manufacturer and buys — sometimes because of a real need, and again because of some fancy to the machine. Whether there will be a profitable return for the investment is not always considered.

There has been no rapid scramble to put in cost systems although every printer's trade-paper has boosted them, conventions held all over the country, and man after man telling what a great thing it is; and yet printer after printer sits dumb and says not a word nor seems to care. Does that not show that there is something wrong with the cost system?

What is it?

It lacks wheels, lacks bright shining machinery, lacks the thump and noise of industry, lacks something you can point to with pride. There is no picture of it that you can frame in your mind's eye, no noise that it can make, no click, click, or jingle of matrices. There is not a thing that appeals to the eye, and it seems all so mysterious and awesome to the printer. He seems to see some gigantic monster with flaming eyes, and it scares him; or when talking to a cost-system printer he sees the gleam in his eye, and wonders if it is intoxicating, and on looking around to see this wonderful thing, and beholding but a lot of printed sheets, he can't grasp it.

If the cost system were a neat piece of machinery with a fly-wheel outside, and a grunt inside, and a trim bindery girl feeding a job-ticket or follower in at one end and coming out the other end with the cost of the job on, factories could not be erected fast enough to supply the demand.

That is the trouble with the cost system, that is why so many, many printers hesitate to take some one's word for the wonderful things it does, and they want to be shown.

What they really want for their money is a few fly-wheels and a grunt.

But the cost system properly applied makes the proprietor do the grunting, and makes him want to know if the fly-wheels are aiding him to make money, or only going around for the fun of the thing.

Please, oh please, some one invent a cost-system machine, so that the printers will "bite."

What the Printer Sells.

The printer does not sell mere labor plus paper. In the past this idea has been the cause of many bankrupt concerns, as they figured a labor cost, added paper (and perhaps ink) and then profit, and thought that they were making money. And the cheaper they could hire labor, the more money they thought they were making.

Never was there a greater fallacy. The printer does not, in the least, sell only labor. His product does not depend upon labor alone. It is but one element in the production. He must have certain types; they must be assorted and divided into cases held in stands or racks, and occupy their space. The types are assembled in a stick, and leads and slugs and rules and various other things are used to assemble them into form. Then the types are locked in square iron frames or chases, placed in the press, and carefully fixed, so as to print nicely, and then printed on the press with rollers and ink and paper, a motor to run the press. Then the paper so printed is laid out to dry, and all this time the machinery occupies space, the rooms are well lighted and heated, and all costing money. Finally, the paper is gathered up and delivered.

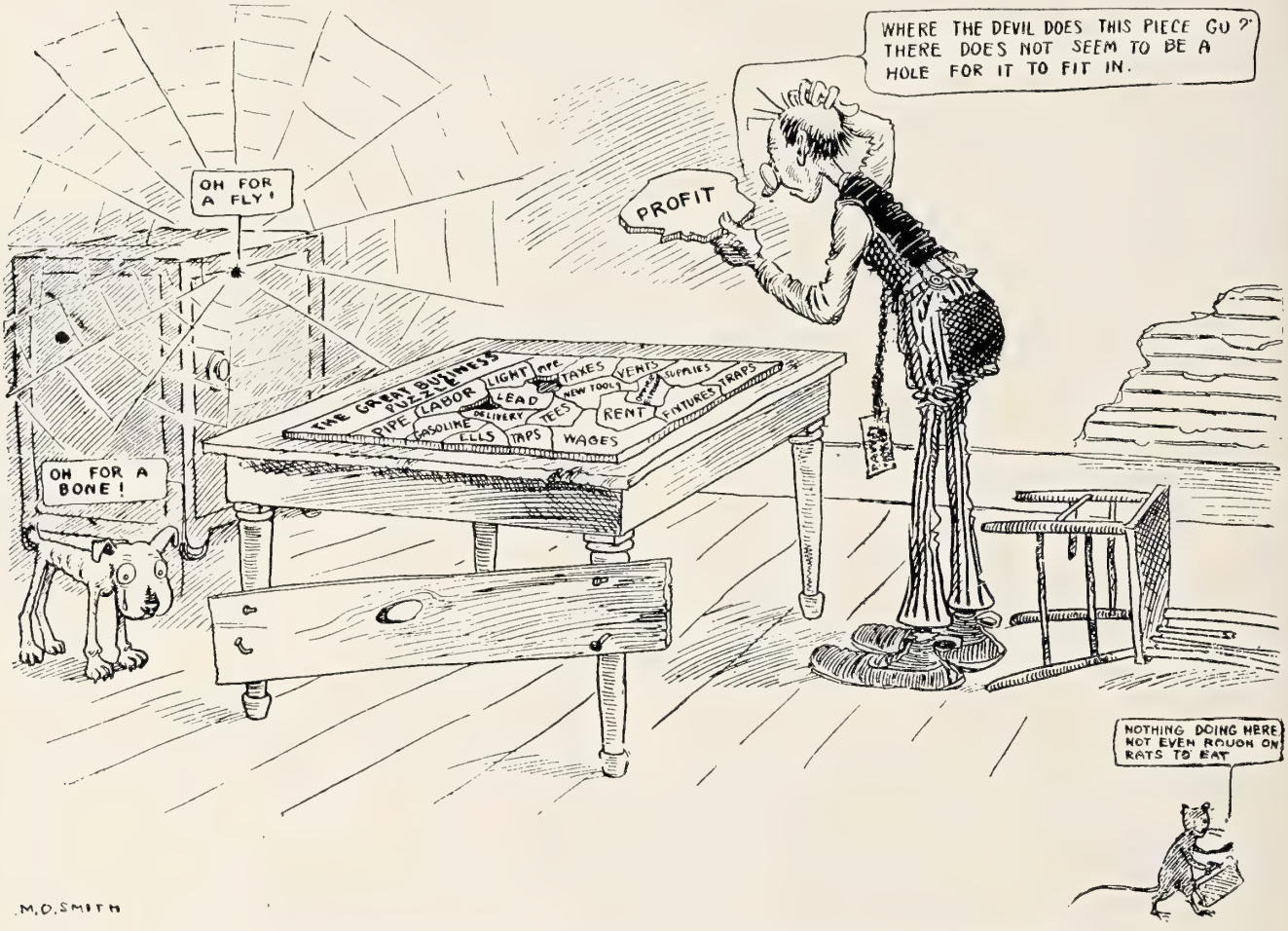
Has all this work been labor alone? No! What then, is it?

It is time — time of the workman, time of the types and machinery, time of the occupancy of the room, time of the motors, the light and all the other elements in the shop, and, finally, time of wrapping and delivery, time for the selling, time for the accounting, time for the collection of the account.

From the minute the customer approaches a printer in regard to a job of printing, the cost of the printing has started, and then the time of everything in getting that job finished is used, and for this time (not labor alone) the printer must receive a sufficient return on his money invested, and a suitable salary for himself, and for all money expended.

The printer sells time, plus whatever paper is used in a job, and the cost of the workman is but one element in the price of the time, and usually only one-third. One-third is the cost of the time of the machinery, rent, depreciation, interest and other expenses, and one-third the cost of selling, accounting and collecting for the time. Over all this must be the profit.

When all these elements are assembled, and you have the



EVEN THE PLUMBER HAS HIS TROUBLES — WHY SHOULD THE PRINTER BE DISCOURAGED?

From a plumbers' convention cartoon. Publisher unknown.

time used in producing the work of your office, you are able to find cost, and then only.

What too many printers think is cost is only labor. To see how far wrong this is, it is only necessary to look at the wreckage strewn along the byway of Printerdom.

Cutting "The" Price.

So much is heard about cutting " the " price, that some one ought to tell us about " the " price. What is " the " price? What is meant by cutting " the " price?

The term is most commonly used by printers without a cost system, and refers to other printers who are always cutting " the " price. It makes me rise to inquire who established and where did " the " price ever originate?

For a long time I have been searching everywhere for " the " price, and my search has led me into many places, and the result is bewildering. I took for an example one thousand letter-heads, and the cost of the stock, say $1. The result of the investigation was somewhat embarrassing, as I supposed that here was a commodity that surely all would agree upon as to " the " price. Much to my surprise, there was no " the " price at all. Up in North Dakota some asked $4.50 for one thousand such letter-heads. In Minneapolis the price-list says $4.95, and some of the printers there get as much as $3 for them, while a town eighty or ninety miles south gets $3.50 for them, but the stock costs 50 cents more. Then up a ways north, $4 is supposed to be right, and in Spokane $5 is none too much. Down in Kansas a firm advertises by mail for $2.75 — and colored ink — while a Chicago printer said $3.75 looked good to him. New York, alas, was down to $2.75, while Philadelphia wanted $3.25, and one printer in Cincinnati said $2.50 and another there wanted $4.25 — but he was high priced and, of course, had a cost system. Texas wanted $4.75, while out in Portland, Oregon, I found my old price of $4.50.

Now, when talking about " the " price, and about cutting " the " price, will some one, pray, lend light and tell us what " the " price is?

When you think of it, isn't all this talk of cutting " the " price the most utter foolishness? " The " price of any job of printing is the one shown by a properly kept cost system, plus a profit that is reasonable and just, and no one has the right to say a word about cutting " the " price on any job before it is done, as there is no such thing as " the " price on any work before it is completed.

You do not find many users of cost systems saying much about cutting " the " price, as they well know such a thing is impossible to ascertain in advance of even the smallest job of printing.

Modern Advertising for Printers.

While, elsewhere, advertising the product of the printer is treated in an elaborate manner, yet it is almost impossible not to say something about this in our business department. There was recently put out by a small printing concern an argument that appealed as a first-class piece of business. Among other things, this printer said to his customers:

> Not many men essay to criticize the handiwork of tailors, shoe cobblers, blacksmiths and the like, but most mortal men accredit to themselves the ability of connoisseurs in the matter of printing — and the ideas of men are about as diversified as the census enumeration — one idea to each man per job of printing.
>
> Printing is always bought " sight unseen," and in many cases — perhaps most cases — from the lowest bidder. It is not strange that prices made beforehand vary. Price quotations may vary honestly, and when they do vary thus they simply represent the *different attitudes* of different printers toward an unfinished job — the mental vision of a future product is different, that is all. I may think you desire a better job than Jones thinks you want. A man comes into my office for a price on a thousand statements — I quote, say, $3. In his heart he calls me a robber, because he has had an estimate of $2.25. He never saw my $3 statements, and I can not prove in advance that I am going to give him $3 worth of goods. The *price* is too often the *sole* consideration in the purchase of printing, yet those who buy thus would readily realize the absurdity of purchasing a hat in like manner. Suppose you asked for bids from Strauss, Schloss Bros. & Fischel, on a black stiff hat, size, 6⅞, " vintage " of 1911. Would you buy the *cheapest* one, without seeing it? Hardly, I fancy; yet these houses are reputable, and, no doubt, you would get your money's worth.

The reason it is printed here is because the argument is based on good, sound business principles, and if more advertising of this nature were done, it would set aright many false ideas of the printing business.

The man who uses the arguments set forth is bound to be a successful business man; and he is doing a real help to better conditions, and get away from price as the sole consideration.

We almost forgot — but perhaps it is needless — to say that this man has a cost system.

Plain Business Courtesy.

Of all the faults that the average printer has, the worst is his lack of courtesy in answering letters. Every supply house doing business with printers will almost weep when they talk of the letters that are never answered. Most of these letters, it is true, are what are sometimes called " dunners," and there is a natural dread of answering such letters when the cash is not forthcoming. Perhaps the printer should not be too severely criticized in this regard, but if he would put the shoe on the other foot for a while, it would not be quite so pleasant.

Suppose the printer ordered two reams of a certain paper from a warehouse man, and then waited and waited and kept on waiting for the paper. After patience is gone, he grabs a pen and indites a screaming epistle, wanting to know why. But still no response. Then he goes to the bank and has the bank draw on the dealer for the paper, and after a while back comes the draft with these words written on the face:

" Party pays no attention. Please remit 15 cents for, etc."

Can you imagine what that printer would say? He trots over to his lawyers:

" I want you to sue West & Co.," he tells the lawyer. " I've written them, drawn on them, and no answer. Now go for them, and get those reams."

The lawyer writes, but no answer, and then files a summons, and finally, on the very last day and last minute, the warehouse man's wagon backs up to the door, unloads the paper and is away. Not a word of explanation.

Then the lawyer sends and gets one-half of the paper for his dues, and a fourth also for costs, and the printer gets the rest.

That is exactly the other side of the story, and many of the dealers will say it is only too true.

If the printer will take but a minute or two of time and write an explanation of the delay, and in a businesslike way handle the matter, he will save himself trouble, and the dealer gray hair.

All the letters are not in answer to " duns," but many times other letters are neglected and left unanswered, causing misunderstanding all around.

The one great foundation of business success is the prompt answering of letters, if only as a courtesy.

STEEL AND COPPER PLATE ENGRAVING PRICES.

Minimum retail selling prices recommended by the National Association of Steel and Copper Plate Engravers; also recommended by the National Association of Stationers and Manufacturers:

ENGRAVED VISITING CARDS.

ENGRAVING PLATE (NAME ONLY), INCLUDING STOCK AND PRINTING 100 CARDS:

	Recommended Price.
Script	$1.50
Block	2.25
Solid Old English	2.50
Solid Ronde	2.50
Solid Roman	2.75
Shaded Old English	3.50
Shaded Ronde	3.50
Shaded Roman	3.75

EXTRA PER LINE FOR ADDRESS OR RECEPTION DAYS:

	Recommended Price.
Script	$0.40
Block	.75
Solid Old English	1.25
Solid Ronde	1.25
Solid Roman	1.25
Shaded Old English	1.75
Shaded Ronde	1.75
Shaded Roman	2.00

PRINTING CARDS FROM PLATE, INCLUDING STOCK:

50 cards from plate	$0.75
100 cards from plate	1.00

WEDDING INVITATIONS, ANNOUNCEMENTS AND ENCLOSURE FORMS.

ENGRAVING PER LINE:

	Recommended Price.
Script	$0.75
Block	1.50
Solid Old English	1.75
Solid Ronde	1.75
Solid Roman	2.00
Shaded Old English	3.00
Shaded Ronde	3.00
Shaded Roman	3.00

STOCK AND PRINTING:

	Recommended Price.
Invitations and announcements, per 100	$4.00
Enclosure cards, per 100	1.50

BUSINESS CARDS.

Centered lines, and those in any corner, are all to be considered as separate lines, and as an example of this the Commission submits the following copy of a five-line plate:

Arthur B. Jones,
Boston, Mass.

Representing
The United Trust Company,
171 Chambers Street.

ENGRAVING PER LINE, ALL LINES:

Script	$0.75
Block	1.25
Roman	2.00
Solid Old English	1.75

STOCK AND PRINTING:

Per 100	$1.00
Per 500	4.75
Per 1,000	9.00

EMBOSSING OF SOCIAL DIES.

The price for two quires to apply in full on any lesser quantity.

	Recommended Price.
1 color, 2 quires	$0.45
Bronze	.60
1 color, 5 quires	.90
Bronze	1.15

ILLUMINATING SHIELD DIES:

	Recommended Price.
1 color and bronze, 2 quires	$1.05
2 colors and bronze, 2 quires	1.40
1 color and bronze, 5 quires	2.25
2 colors and bronze, 5 quires	3.00

ILLUMINATING MONOGRAM DIES:

	Recommended Price.
1 letter and bronze, 2 quires	$1.20
2 letters and bronze, 2 quires	1.50
3 letters and bronze, 2 quires	1.80
1 letter and bronze, 5 quires	2.75
2 letters and bronze, 5 quires	3.50
3 letters and bronze, 5 quires	4.25

PRINTING OF DIES AND PLATES.

(POWER PRESS.)

	Recommended Price. Length of die not to exceed:			
	3½ in., per M.	From 3½ to 5½ in., per M.	From 5½ to 7 in., per M.	From 7 to 8½ in., per M.
1,000	$4.00	$4.50	$5.00	$5.50
3,000	3.60	4.00	4.50	5.00
5,000	3.25	3.50	4.00	4.50
10,000 or over	3.00	3.25	3.75	4.25

Intermediate quantities at next higher prices.



GOOD DISTRIBUTION.

Card issued by H. L. Schlegel, southern traveling salesman, Sinclair & Valentine Company. Mr. Schlegel has impressed his one-year-old son, Waide, into the ink business.

IN MEMORIAM.

Willie — "All the stores closed on the day my uncle died."

Tommy — "That's nothing. The bank closed for good the day after my pa went away." — *Ex.*

"HE sells at less than cost, but that's his business," said a buyer. The trouble is too many printers are in this business — not of printing — but of selling product at less than cost. Printing is a good business, but selling printing at a loss is a poor business to be in.— *British Printer.*

Newspaper Work

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 33.

When the copy for this department of THE INLAND PRINTER was being prepared, Ad.-setting Contest No. 33 was just closing with what promises to be the largest number of ads. ever entered. There undoubtedly will be more than two hundred ads., but probably not more than two hundred contestants. As there are two hundred slips of each ad., each contestant will receive a complete set of all the specimens submitted, unless it should be found that the number of contestants exceeds that number, when late comers will be disappointed. As soon as the contest closed, the work of compiling the sets was commenced and rushed as rapidly as possible, so that every compositor should receive his set before this copy of THE INLAND PRINTER reaches him. If it has not been received, notify the editor of this department at once.

A Publisher with the Right Idea.

Among the attractive Christmas issues mentioned last month was that of the Richwood (Ohio) *Gazette*, sent by Otto T. Boggs, foreman of the Worden Publishing Company,



Gazette office, Worden Publishing Company, Richwood, Ohio.

which publishes this paper. In sending his paper Mr. Boggs also sent a photograph of his office, which failed to reach me — this explains the letter which follows:

January 13, 1912.

Mr. O. F. Byxbee, Chicago, Illinois:

DEAR MR. BYXBEE,— Yours of recent date duly received, and am sorry that you did not get the other photograph, but am sending you three more by this mail. Two of these are not very good and you will have to take your choice of them, as you know what you can use to the best advantage.



Don't try to keep this Cabinet too clean; the Boss is liable to increase your salary.

Always handle the tubes when your hands are well smeared; it is very essential that the label be covered with grease and ink; somebody might want to know the real color.

Never put the top back on the tube; a little ventilation will spoil what you haven't wasted.

Keep the tubes scattered all over the press-room; they're much easier to find when you want them.

Don't forget to squeeze H - - L out of the tube; the ink should run from the bottom as well as from the top.

Always dig down in the center of a can; someone may think you're a printer if you don't.

Never put the inks away of your own accord; let the Boss and Foreman look after such things; they don't have much to do, anyway.

The Boss would much rather buy more ink than be embarrassed by people telling him he has a clean shop.

Cleanliness, you know, is next to Godliness; but some people think a print shop is next door to Purgatory.

Ironical shop rules of the Worden Publishing Company, Richwood, Ohio.

We are, indeed, very glad that you are going to give us a little notice in the February issue, and can not express the appreciation we really feel. Something like that always makes the boys feel as though they were doing things worth while, and since you reproduced one of our ads. last Christmas, we always point to that issue with pride when any one tries to "hang it on the *Gazette*."

As a Christmas present this year, Mr. Worden made each of us a gift of a subscription to THE INLAND PRINTER through the local news agency, knowing how interested we all are in the journal.

Thanking you for your kindness in the past, and trusting that I may often have the opportunity of saying a good word for your publication, I beg to remain, Very respectfully yours, OTTO T. BOGGS,

Foreman, Worden Publishing Company.

Mr. Worden's plan of presenting each of his employees with a year's subscription to THE INLAND PRINTER is an excellent one, and one which many publishers are following. Such a gift is greatly appreciated by the recipients, and not only creates a kindly feeling between employer and employee, but adds to the efficiency of the latter. The photographs show the exterior and interior of the *Gazette* office, and the home of Mr. Boggs. In the letter was also enclosed the shop rules which are reproduced.



Composing-room, Worden Publishing Company, Richwood, Ohio.



Residence of Otto T. Boggs, foreman, Worden Publishing Company, Richwood, Ohio.

Advertising Rate-card.

There were several requests for rate-cards last month, and a few of them will undoubtedly be of general interest. The first of these is for an eight-column weekly with a circulation of 1,670:

FRANKLIN, VIRGINIA, January 29, 1912.

Mr. O. F. Byxbee, Chicago, Illinois:

DEAR SIR,— I was interested in your rate-card for a small weekly paper, as published on page 581 of the January INLAND PRINTER. Will you kindly furnish me with an advertising rate-card for an eight-column folio, with a circulation of 1,670 (actual count). I should like to see this in the columns of THE INLAND PRINTER. Very respectfully, PAUL SCARBOROUGH.

Quite a number of rate-cards have been published from time to time for six and seven column papers, but it is seldom that a request comes for an eight-column paper. The tendency is to reduce the size of the page, and most

papers as successful as the *Tidewater News*, of which Mr. Scarborough is editor and manager, have made the reduction. However, there may be others who are publishing eight-column papers, but whether there are or not I am very glad to give Mr. Scarborough a carefully graded card, suitable for a paper with a circulation of from 1,600 to 1,800:

	1 wk.	2 wks	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch	$0.45	$0.80	$ 1.15	$ 1.55	$ 4.05	$ 6.95	$ 11.50
2 inches	.80	1.55	2.20	2.75	6.95	11.50	19.25
3 "	1.15	2.20	3.05	3.80	9.30	15.50	26.00
4 "	1.55	2.75	3.80	4.70	11.50	19.25	32.00
5 "	1.90	3.35	4.50	5.65	13.50	22.50	38.00
6 "	2.20	3.80	5.20	6.55	15.50	26.00	43.00
8 "	2.75	4.70	6.55	8.05	19.25	32.00	53.00
10 "	3.35	5.65	7.70	9.50	22.50	38.00	62.00
12 "	3.80	6.55	8.75	11.00	26.00	43.00	70.00
24 "	6.55	11.00	14.50	18.25	43.00	70.00	115.00

The next request is contained in an interesting letter from Frank E. Philpott, who is soon to start a six-column weekly paper:

CLENDENIN, WEST VIRGINIA, January 31, 1912.

Mr. O. F. Byxbee, Chicago, Illinois:

DEAR SIR,— I should like to know if you can furnish me with a rate-card for a weekly paper which is to be started some time in February or early in March. At the start the circulation will be between 300 and 500, and it is my intention to get into the "thousand" class. The population of Clendenin is about one thousand.

Also please furnish prices for open-space contracts and rates for one-quarter, one-half and one page, each of these spaces for one, two, three and four insertions.

My new paper will be a four-page sheet, six columns to the page. And, by the way, the equipment will be incomplete without THE INLAND PRINTER, and I have instructed a friend in Chicago to have my name entered on its subscription list, the subscription to commence February, 1912.

Your interest and attention to the above-mentioned matter will be greatly appreciated by Yours sincerely, FRANK E. PHILPOTT.

In starting a new paper it is well to start right and charge a rate for advertising which will pay expenses, providing a reasonable amount is secured. I am giving Mr. Philpott a rate suitable for a paper of 1,000 circulation, which is a trifle higher than is usually charged for a circulation of less than 1,000:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 yr
1 inch	$0.30	$0.55	$0.80	$ 1.00	$ 2.65	$ 4.60	$ 7.65
2 inches	.55	1.00	1.45	1.85	4.60	7.65	12.75
3 "	.80	1.45	2.00	2.50	6.15	10.25	17.00
4 "	1.00	1.85	2.50	3.10	7.65	12.75	21.00
5 "	1.25	2.20	2.95	3.70	8.95	14.75	25.00
6 "	1.45	2.50	3.40	4.30	10.25	17.00	28.00
8 "	1.85	3.10	4.30	5.30	12.75	21.00	35.00
10 "	2.20	3.70	5.05	6.25	14.75	25.00	41.00
20 "	3.70	6.25	8.45	10.50	25.00	41.00	67.00

It will be noticed that Mr. Philpott also asks for rates for open-space contracts and on quarter, half and full pages from one insertion to one month. For open-space contracts the charges should be as follows:

50 inches and less than 100 inches	$0.15
100 inches and less than 250 inches	.12½
250 inches and less than 500 inches	.10
500 inches and less than 1,000 inches	.08
1,000 inches and over	.06½

Figured on the basis of the number of inches in each contract the rates for quarter, half and full pages should be as follows:

	1 wk.	2 wks.	3 wks.	1 mo.
One-quarter page	$ 5.00	$ 8.50	$11.50	$14.00
One-half page	8.50	14.00	19.00	24.00
One page	14.00	24.00	31.00	39.00

William W. Preston, foreman of the Lynch (Neb.) *Journal*, also asks for a card suitable for a weekly paper of 1,000 circulation, six columns to the page. The card shown above should be suitable for him also. One more request is for a card for a five-column weekly of 2,000 circulation:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 yr.
1 inch	$0.60	$ 1.10	$ 1.55	$ 2.05	$ 5.35	$ 9.30	$ 15.75
2 inches	1.10	2.05	2.90	3.65	9.30	15.75	26.00
3 "	1.55	2.90	4.05	5.05	12.50	21.00	34.00
4 "	2.05	3.65	5.05	6.30	15.75	26.00	43.00
5 "	2.50	4.40	5.95	7.50	18.25	30.00	51.00
6 "	2.90	5.05	6.90	8.75	21.00	34.00	57.00
9 "	4.05	6.90	9.55	11.75	28.00	47.00	77.00
18 "	6.90	11.75	16.00	19.75	47.00	77.00	125.00

Good Ad. Display.

Among the regular contributors to this department Alfred Steinman, of the Modesto (Cal.) *Herald*, is one of the most regular. One of the ads. he sent this month (No. 1) shows the advantage of panels surrounded by rules



No. 1.— By Alfred Steinman, of the Modesto (Cal.) *Herald*.

of varying thickness, the heavier rules being used on portions which it is desired to bring out most prominently. This ad. deserves careful study. It shows excellent contrast, the panels are attractive and symmetrical, and the correct balance of both panels and display will be readily noticed. No. 2 was set by Ray Thomson, foreman of the St. Clair (Mich.) *Republican*. It shows how the insertion of a couple of small panels saved the appearance of an ad. which otherwise would have been monotonous. This is a feature of Mr. Thomson's work — he has the faculty of adding a touch to his ads. that serves to make them attractive without consuming much time in composition. There were a large number of other ads. submitted and brief comments on them follow:

William W. Preston, Lynch (Neb.) *Journal*.— Your ads. are set in good taste, but I would get away from the idea that you must put an ornament on either side of a short display line or a "catch" line. In the ad. of Binkerd's Grocery Store, the ornaments at the bottom, and also at either side of the body-matter, should have been omitted.

N. Dickson, Uvalde (Tex.) *Leader-News*.— In the ad. of the F. A. Piper Company it would have been better if the cross rules had been of lighter face. You may not have had the privilege of arranging this ad.,

but the two sentences giving the date of the sale should unquestionably have been at the tops of the columns.

H. A. Fleming, *Fremont County Herald,* Sidney, Iowa.— The ad. of the Stephens Clothing Company is excellent. Perhaps a panel or two could have been used to advantage, and a larger line for the principal display would have relieved a slight tendency toward sameness at the top.

JOACHIM & GRACE

"QUALITY GROCERS"

Christmas Day, the greatest of all holidays, you will want your Christmas dinner the greatest of all dinners, you can make it so by putting into it groceries of quality such as can be obtained at this store, we will be better than ever prepared to take care of your wants be it in Fruits, Vegetables, Candies, Nuts and Fancy Groceries. Our stock is most complete for the greatest of all holidays.

Special for this Week Only:
10 lb. Pail Karo Syrup never before sold at this price 35c

Special in Our Candy Department
5Oc pkg Schrafft's Chocolates for 39c

FRESH FRUITS

Navel Oranges, the doz 25-30-40c
Flodida Oranges, extra sweet the doz.... 25-30-35c
Florida Grape Fruit, 10c, 3 for 25c
Greebing Apples, fancy, the pk 30c
Spy Apples, fancy, the pk..35c
Sweet Apples, fancy, the pk.25c
Malaga Grapes, extra fancy, the lb.... 20c

FRESH VEGETABLES

Lettuce, hot house, the lb..20c
Celery, fancy stocks, each....5c
Radish, large bunch 5c
Hubbard Squash, each ...10-15c
Cucumbers, long green, each

NEW RAISINS, DATES AND FIGS

Fancy Seeded Raisins, the lb. 12c
G. & S. Seeded Raisins, the lb. 12c
Columbia Cleaned Currants, 13c
Seedless Raisins, the lb....14c
Cluster Raisins, the lb.....35c
Golden Dates, the lb.....10c
Imported Figs, the lb.....20c
California Figs, the pkg...10c

CANDIED FRUITS

Candied Cherries, the lb....50c
Candied Pineapple, the lb..50c
Candied Lemon Peel, the lb 25c
Candied Orange Peel, the lb 25c
Candied Citron Peel, the lb..25c

FANCY BOTTLED GOODS

Marabchino Cherries ..15-25-50c
Olive Oil, the bottle.....25-50c
Olives, stuffed the bottle 10-15-25c
Olives, plain, the bottle 10-15-25c
Tabasco Sauce, the bottle..50c
C. & B. Vinegar, the bottle..25c
Mandalay Sauce, the bottle..25c
Snider Catsup, the bottle....25c
Snider Chili Sauce, the bottle 15c
Campbell's Chili Sauce, the bottle 15c
Snider Catsup, the bottle....25c
Parker House Catsup, the bottle 10c
C. & B. Pickles, mix, plain & chow chow, the bottle..25-40c
Euchered Pickles, bottle 35c
Boiled Cider, ... 35c
The delightful flavor of Bours Old Master Coffee lingers and gratifies even after the cup is empty, the lb.....40c

FANCY POTTED CHEESE

Pimento Cheese, the jar....15c
McLaren's Cheese, the jar 15-25c
Roquefort Cheese, lb..... 30c

NUT MEATS

Walnut Meats, new, the lb..60c
Almond Meats, new, the lb..60c
Pacau Meats, new, the lb...75c

NEW NUTS

Walnuts, fancy St. Bernards, the lb. 25c
Almonds, fancy paper shell, the lb. 25c
Brazil Nuts, fancy polished, the lb. 20c
Filberts, fancy, the lb.....18c
Hickory Nuts, the qt.....10c
Mix Nuts ,new, ... 20c

CANDIES

Chocolate Chips, the lb.....30c
Nut Butter Puffs, the lb...20c
Star Chocolate Drops, the lb 20c
Tip Top Chocolate Drops, the lb. 25c
Premo Mix, the lb 25c
Orange Fruit Drops, the lb. 20c
Molasses Kisses, the lb.....20c
Peanut Krisp, the lb.....18c
Monarch Mix, the lb.....15c
Fayette Mix, the lb.....15c
Kintergarten Mix, the lb....18c
Broken Mix, the lb.....12 1-2c

A Merry Christmas and A Happy New Year to Our Many Friends and Patrons

Dill Pickles the dozen, 10c. Santa Claus Pop Corn, 5c pkg. Welch's Grape Juice, 25c. Cigars, all sizes, 25c, 50c, $1.00, $2.00, $3.50 Box. Cut Flowers,the dozen
Look to us for your Holly, Holly Wreaths, Mistletoe, Magnolia Wreaths, Needle Pine, Emmortelles, Christmas Trees, all sizes.

This Store is yours for Quality Grocers and good service fifty-two weeks in the year

No. 2.— By Ray Thomson, foreman, St. Clair (Mich.) *Republican.*

W. S. Croker, Charlotte (N. C.) *Observer.*— You had a difficult task in the double-page ad., but you handled it nicely. There is nothing about either of the ads. you sent that requires criticism.

Fordyce (Ark.) *Advocate.*— Your double-page ad. was nicely arranged and shows much thought. The underscoring of the lines clear across the two pages was a lot of work, and really added nothing to the value of the ad.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Mancelona (Mich.) *News* and Fife Lake (Mich.) *Booster.*— Your first-page columns should be all indented the same at the top, whether it is a display head, box head, or illustration. If you could arrange to fill this page with news each week, it would be better to run the illustrated poem inside. The long column-rules on the fourth page of the *News* are bad, and if the ad. of F. W. Clugg is a permanent feature and can not be shortened a quarter of an inch, you should cut off the rules. Your ads. show good judgment.

Keweenaw Miner, Mohawk, Michigan.— Your paper shows exceptional care in make-up, particularly in the handling of plate matter. It is seldom, where so many short items are used, that columns are even at top and bottom and articles evenly spaced and correctly graded. The ad. display also shows good judgment. In the presswork there is room for improvement in the quantity and distribution of ink — the light pages and light streaks should be overcome.

Carthage (S. D.) *News.*— I have only one criticism to offer on your excellent paper. In your issue of December 8 you have a double-column head in the center of your first page, "Additional Local." It is not necessary to use such a line at all, and particularly not on the first page. All mechanical features — ads., make-up and presswork — deserve commendation.

St. Clair (Mich.) *Republican.*— There is a big improvement in the minor details of make-up since the *Republican* was last criticized, and it is now a very creditable paper. The ad. of the Diamond Crystal Salt Company, upon which you particularly request an opinion, could hardly have been improved upon. Possibly the placing of the head-line in a panel would have squared up the ad. a little better, but the layout is excellent.

Sent His Photograph to Prospective Subscribers.

A. H. Munsell, publisher of the *Sand Mountain Record,* Boaz, Alabama, sent a private mailing-card to a list of prospective subscribers, containing on the reverse side an excellent half-tone of himself and this inscription: "Good morning; have you read the *Sand Mountain Record?* I am the man who prints the best paper in the best town on Sand Mountain." Mr. Munsell states that it was a good advertising "stunt."

One-story Newspaper Office.

Former United States Senator James Smith, Jr., of Newark, New Jersey, is going to erect a one-story brick building in which to house his morning and evening newspapers — the *Star.* The building will have a cellar, and is expected to cost in the neighborhood of $30,000.

Publishing the News of the County.

Some publishers may question whether it pays to devote the space to the little personal items from every township in a county — whether it pays to devote the time and energy necessary to keep up an interested corps of correspondents. The circulation statement of the Frederick (Okla.) *Leader* indicates that it does, as it is now printing and circulating


FREDERICK MEN AT MAUST TRIAL

The news of the county.— Frederick (Okla.) *Leader.*

2,600 copies every week, maintaining and gradually increasing its circulation all through the year. The *Leader* has over a hundred correspondents, nearly every one inside the home county, and sometimes publishes as high as seventy letters in a single issue. Reproduced herewith is just one page of these letters (only twenty-seven) from a recent issue.



Three-color reproduction by the Zeese-Wilkinson Co., New York city, from a water-color.

Courtesy of Frederick A. Stokes Co., New York city.

Productive Efficiency

BY R. T. PORTE.

THE problem of efficiency is one of the most interesting as well as complex studies of to-day. In no walk of life can we discount or eliminate its idea. It covers the range of thought and plans from the home, through the factory and business life, to the civil government itself. Every movement we make, every step we take, even the air we breathe and the method of doing it, is a subject for the application of efficiency.

To such a great extent is this idea and phase of modern methods being brought forward that THE INLAND PRINTER has seen the necessity of adding to its departments this one of "efficiency." It is not a department of mere "scientific management"; it is real efficiency in every phase that can be applied and used in the printing world. As modern ideas are all along business lines — the making of a better profit, the earning of a higher wage, to be enabled to have spare moments for pleasure, a home of comfort, and nourishing food, and to bring up our children to become proficient and able to make a correct start in life — this department will aim to talk only of the efficiency that produces that which provides more for the producer, whether employer or employee.

The very first point that must be aimed at, if efficiency is to be of benefit, is to know the cost. This is the real basis of the entire problem, and only along the lines of first knowing the cost, and then by application of efficiency to the making of the product, can and will right results be obtained. If the cost of applying an efficiency problem be more than the benefit derived, however pretty it all may be, it is not the efficiency the world will recognize. It may be art or beauty, but not the result wanted.

Along these lines, this department is intended to be run month by month, broadening and developing and growing as time goes on. To the student of efficiency: we want your help and comments; from no one source can be gathered the information we will need, and you can do your share by suggestions or questions from time to time. They are wanted, and every point will be covered as carefully as can be done in the space at our disposal.

The Wrong View of the Matter.

It is to be sincerely regretted that many connected with labor unions are taking the very wrong idea and attitude on "efficiency." Labor has nothing to fear from its steady or general introduction. It should receive the idea with open arms, as no one will be able to get more tangible returns and be helped more than the operative by the applying of the right efficiency to every producing problem.

The forward step of progress can not be stopped by any man or organization of men. The hand of time will not turn back, but go on — and progress will keep pace with it.

Instead of trying to delay or retard the introduction of efficiency, or laugh at its theories, or tremble because of fear of a lost job, the employees should see that efficiency is the greatest help and benefactor of labor that has ever been evolved.

In the first place, it turns drones into producers. It takes men who are fitted for something else out of the rut, and places them where they become a help instead of a drawback. It takes boys from wrong positions and puts men in their place, but in turn it teaches that boys must receive a training. Thus the man receives a wage that enables him to secure a training for his son, so that he does not step out into the business world without the education, either academic or manual, that will fit him to step in line at once, without the long, dreary drag toward achievement.

When the employer wakes up to the fact that cheap labor does not mean a low cost, many of our "labor problems" will be solved without so much legislation, and it will be solved to stay for all time. You can not legislate a man into this, but you can educate him by costs and efficiency. It may be rather slow work, at least it seems that way to many, and perhaps a much too quiet method, not to give the chance to point out a great victory in a short hour; but it will surely come, and is steadily coming every minute.

It will well pay the employee to study his own case, to see if he is in the right place to work, or if he can produce more in an easy and natural way; not with the entire thought of money, but with less nerve strain and uneasiness.

It is a well-known fact that doing a thing the wrong way is always harder, more tiresome and wasteful of nerve force than doing the task the right way. Your capital is your health and strength. If you draw on these more than is necessary to do a given piece of work in a given time, you are selling below cost. If you do the work in the correct way, easily and without utter exhaustion, you are selling at a profit. The one who employs you in either case makes his profit, but it is *you* who are the loser.

This is the idea of efficiency. But by no means all. It is many times possible to produce much more work with less effort by doing it correctly, and by this means earn more.

This is not a full discussion of the problem by any means, but at this time I want the men who work to understand the position of this department, to feel that they should have an interest — a real, tangible, live interest — in everything to be printed here, and that it means a brighter future for them, with work sold at a profit.

The Coming Change.

The whole printing world is in a stage of evolution. The old-fashioned ideas of past years are rapidly going, and in their places new ideas are being brought forward. Just what turn this is all going to take, just where it will all end, can not be seen now, but the printer who does not wake up to the new, who persists in all the old ideas, is going to lose his grip.

No business can stand still. Yet for a period of a great

many years the printing business has practically stood still. It is a hard thing to say, and many there are who would deny it — yet it is a fact.

This does not mean that there have not been many improvements in machinery, and advancement in the art of printing. That is quite another point. What is meant is the *business* of printing. That *business* means two things, each working in harmony — efficiency and costs.

Before the present agitation, speed and better work were the great key-notes. Every advertisement, every article and every speech had something to say on these two. Presently there was a cry of "Cost — what does it cost?" and then next came the cry, "We must have efficiency."

First, mind you, is cost, and then efficiency. And many the tales these two told; many the disagreeable things brought to light, and they had to be accepted, as they were shown and proven day after day, in plant after plant.

There has come a readjustment through these costs, a study of correct efficiency — not mere speed — and there is hope for the printing industry, and it is stepping out of its darkness and will advance; but it has only started — it is only just a ripple to what it will be a few years from now.

The machinery-maker, the supply man, or the printer that does not step into the change taking place and become alive to the new movement, while successful for the time being, will surely find himself in the discard.

In One End and Out the Other.

A recent speaker in an efficiency address spoke of a plant where the order started at one end of the plant and followed one operation to the other, right through the plant, until the finished product came to the shipping-room. Nowhere was there double-tracking — the work moved in but one direction, and that was toward completion.

Any arrangement of workroom that necessitates the carrying of the incompleted job back and forth contributes to lost motion and a waste of time. Under modern conditions time costs money, and the plant labors under decided disadvantages that has not the proper arrangement for finishing the work in not only the quickest time, but with the least motion and energy.

To plan your plant with the composing-room in the middle of the room, with pressroom on one end and bindery on the other, means a double handling of stock, and work can not be done as promptly and satisfactorily as if changed so that the job of work goes from one department to the other without double-tracking.

Direct Dealing.

The cause of "the high cost of living" has pretty generally been accepted to be the cost of retailing. From twenty-five to forty per cent of the cost of the average necessity of life is taken by the retailer, and from ten to twenty-five per cent by the jobber, and the consumer pays from two to three times the cost or value of the article. The principal reason for this is the demand for "service." The housekeeper steps to the telephone, places her order with the clerk, who has to record it, and then the order is prepared, well wrapped for handling, delivered by team and wagon (or auto delivery) and "charged," and finally collected for. This is *service*, and costs money from the minute the telephone is used until the bill is paid. The article purchased is almost a small element in the total cost. In the "good old days" the housewife bought her goods direct, paid the cash for them, and carried them home. The cost was cut down.

What has this all to do with efficiency, you may ask? It is a problem of efficiency, and is applicable to printing, as will be seen.

Other manufacturers of products use service to sell their goods, adding to the price. (The retailer does the "service," and is but the agent of the manufacturer, and his profit covers the "service" of the manufacturer to consumer.) The ultimate price of the article pays the manufacturer and the other handlers of the product a profit and the price sold at retail finally becomes the value-price. It is not the right price, but the selling or value price.

The manufacturer of printing handles his product always direct to the consumer. At times he has to deal through a broker, but never through a retailer. Printing, therefore, bears but one profit — the manufacturer's. Hardly any other line is marketed almost exclusively in this way.

The efficiency of such a method may be easily seen, as the manufacturer has a direct and at-hand knowledge of the consumer's wishes and likes and dislikes, and can produce for his customers, through the efficient manner of direct dealing, a superior and satisfactory article.

There are some few lines of manufacture where this principle applies, but not to such a great extent as it does to printing.

The building trades and allied industries can not be classed as manufacturers — of which class printing ranks sixth in the United States.

Taking for granted that the cheapest and most ideal as well as efficient method of selling a product is direct from the manufacturer to the consumer, then the printing industry ranks first as the cheapest product and with the most efficiency in its selling methods. Some may question this and point to steel — but it must be remembered that but a small portion of steel comes from the steel trust direct to the consumer, but to other manufacturers who use it to make machines and then from the retailer to the consumer.

So nearly universal is printing sold direct to the consumer, that the small amount not sold that way is a mere drop in the immense quantity produced.

The manufacture of printing is a direct-dealing proposition to the consumer, and as such has a market price, as compared to other products, from twenty-five to fifty per cent lower than any other. Commercial printing is the greatest bargain in existence, and efficiency makes it such.

"Rush."

The one job in a printing-office that causes most trouble, that disrupts every well-laid plan, that tears to small pieces every item of efficiency, that gets on the nerves of every one in the whole shop, is the one marked "rush." If any ill-luck is to befall a job; if the instructions are not plain; if a wrong method is taken to do the rush; if the stone-man locks up the form wrong; if there is a delay in getting the paper; if the pressman backs up the form the wrong way, or uses the wrong ink; if the folder bucks; if the delivery boy stops to play marbles; if the packages are poorly wrapped and the job is damaged in the delivery; and finally if one imperfect copy is in the several thousand finished, which is sure to be picked up the first thing by the customer, who hurries to the 'phone and gives a calling down to the printer, it is the "rush" job. It seems as though everything that could happen does happen to the "rush" job.

But the worst thing of all is when the front office makes the mistake of sending through too many "rush" jobs.

The nature of the printing business is such that there must at times be " rush " jobs, when the customer needs the work at a certain appointed time, and is willing to pay for the extra effort in getting the work when he needs it. This has always been a feature of the business, and every printing-shop should have flexible rules and conditions and expect to be able to take care of work of this character at almost any minute. No shop has real efficiency or can hold its trade unless it does this class of work when necessary.

The front office — salesman, proprietor, and all who have the " promising " of work — should see to it that too many of these jobs are not put through. The ridiculous part of some plants is marking every other job " rush." There is absolutely no sense in doing it — the work will not be done any faster, and no job will become a real " rush " one. Each will have to take its turn, whatever happens, and no theory or plan can make a change. The old story of the sheep-herder crying " Wolf, wolf, wolf! " when there was no danger, and then when the wolves did come nobody paid any attention to the cry, should be borne in mind by every salesman. Don't cry " wolf " until there are wolves, and don't say " rush " unless there is a positive reason for it.

If work habitually comes through slow, a different planning must be made for the rushing; but it takes time to set type, time to print; ink can not dry in a moment, and these conditions must all be met.

To rush every job into the plant, and keep asking for a job every moment, so disturbs any plans that can be used to do the work in an orderly and well-arranged manner that you can plan " efficiency " and talk " efficiency " till doomsday, and never get anywhere. A well-ordered plant, smoothly working, with some one at its head who plans the day's work, and is not interfered with by some irresponsible solicitor who thinks the little job he has just secured is the only one in the plant, needs the " rush " ticket very little — every job is finished in the shortest time possible, and does honor and credit to the shop.

Forget the " rush " ticket, and you'll have more real " rush " work done.

Fire Prevention Increases Efficiency.

A well-ordered and arranged plant, with free passages from point to point, all material kept in orderly arrangement, machinery clean and ready to run, tends not only to efficiency in producing work, but is a great preventive of fire and decreases insurance rates.

The Graphic Arts Mutual Fire Insurance Company, of Philadelphia, has just printed a " Manual of Fire Prevention and Fire Protection," compiled by Alfred J. Ferris, the secretary of the company. The man who is studying efficiency can get many valuable pointers from this manual that will repay many times the trouble of sending for it. On page 24 of the manual are printed seven paragraphs that should be printed on large cards and hung in every office, or committed to memory and constantly applied in every office. They are as follows:

Keep the cellar clean and orderly. A fireman entering your basement should find clear, straight aisles from front to back of building.

Sweep the floor during the last hour of the day; a dirty floor in an unoccupied place is good spreading ground for fire.

Corners and dark, out-of-the-way places should be kept as clean as the floors. It is the dirty corners, closets and junk piles that raise your rate.

Sweeping should be carefully examined for stray oily rags before being baled or bagged.

Clean rags should preferably be kept in bags near a window, where they can be quickly thrown out in case of fire.

Oily-waste cans should be of metal, lock-jointed and riveted, not soldered, should be self-closing and stand on legs at least 3 inches from floor. Should be provided in sufficient quantity, and never allowed to get so full that the lid will close tight. They should be emptied every day before shutting down.

Keep ink cans in use covered, and, so far as possible, in their storage closet. Dispose of empty cans at once.

The writer of these possibly did not have in mind the great help toward efficiency that all these would tend, but no seven general rules in a printing office could more aptly apply or assist in greater efficiency. These are by no means the only valuable suggestions that the manual contains, and every printer should address A. J. Ferris, 29 South Seventh street, Philadelphia, for a copy of the manual, as I know he will be glad to send one upon request to any person interested.

This manual is also a lesson upon efficiency of cooperation of the printers' organizations. The insurance company is able through its profits to carry on a campaign of education in insurance methods that is badly needed, and the value of which is far beyond the few dollars used in the work, and every move toward fire protection and prevention just that much more assists in creating a greater degree of efficiency in every plant.

Too Much Oil.

A well-oiled machine is one that is frequently oiled. A large quantity of oil spilled into the oil-holes or cups and then promptly forgotten for a time floods the bearings and works out, dripping and leaking away. A small or correct quantity applied at stated intervals, just enough to keep a certain degree of lubrication, makes a steady-running and smooth-working machine. Temperance in using the oil can produce efficiency.



FEBRUARY.

Drawn by Rolf Winkler for the calendar of R. Oldenbourg, Munich, Germany.

Pressroom

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

To Prevent Waste of Gold Bronze.

(1127) J. Frank Johnson, of Battle Creek, Michigan, maker of the Johnson automatic roller rack, offers the following as a solution of the trouble experienced by the correspondent who made inquiry in THE INLAND PRINTER for February, question No. 1063: "To prevent bronze floating around the room it may be mixed with turpentine, one tablespoonful to a pound of bronze. Place the bronze in a closed vessel large enough to permit it to be well shaken. Use it by withdrawing a small quantity at a time. We use it right along this way and are pleased with the results."

Three-color Design from a Single Plate.

(1129) Submits a four-page leaflet printed on dull or mottle-finished coated book-paper. A circular half-tone engraving 2¼ inches in diameter is printed in three colors from one plate. This is done by the use of friskets. The presswork is good both on the type-pages and on the color-plate. A lighter blue ink with the tone of red used would have given a better combination. The blue has the appearance of a blue-black, which modifies the red to its detriment. The green is too dark, owing to the same cause. The same design produced by the regular three-color process would have been much superior in appearance, and time would have been saved in that way.

Economical Use of News-ink.

(1136) "In a daily run of, say, six hundred impressions, would you consume less ink by keeping the ink fountain well filled or by adding ink every two or three days and not having more than is absolutely necessary to make the paper print fairly well? Which is the more economical?"

Answer.— Fill the fountain and provide a cover to keep out dust. Wash up the press every few days at least. If the ink dries on the rollers over night, then wash them every day; also the fountain and feed-rollers. When the ink in the fountain is nearly used, you should scrape out and throw away the small amount remaining, which usually contains lint and paper dust. Then wash out the fountain clean and put in a fresh supply.

Tissue Wrappers on Automatic Press.

(1128) A number of small tissue wrappers for candy and a silk ribbon are submitted by Henry Drouet, of the New Era Press, as samples of every-day work by this machine. The wrappers are about 2½ by 6 inches, and are of a thin grade of manila — thickness .0015 inch. The printing is from a half-tone plate, which looks well, considering the quality of the paper. A fringe one-half inch long is cut on each end of the wrappers by the sharp face of two-point brass rule. The silk ribbon has a well-printed portrait from a half-tone of fine screen. Considering the development of automatic presses in recent years, we are no longer surprised at the variety and excellence of the work they produce. On the contrary we look for a still wider range of adaptability in such machines.

Tapes Soiling the Sheets.

(1125) "I have charge of a rotary form-page press for the printing of country ready-prints. It delivers four papers at a time, flat. I have considerable trouble with the tapes soiling the sheets, and no matter how light I run the ink, the sheets are smeared. Is there any fluid that I can put on these tapes to prevent the soiling of the sheets? I have tried oiling them and rubbing flour on them, but without any relief. I will be grateful for any suggestions toward correcting the trouble."



A PRESSMAN'S HOME.
Residence of John W. Maloney, foreman-pressman, 35 Edmond street, Rochester, New York.

Answer.— We believe that magnesia or chalk applied to the tapes will help you. Our preference is for magnesia, as it is very light, and in addition is an absorbent. Corn-

starch will help also, but it is difficult to apply without great waste. Put on new tapes and from the beginning apply the magnesia, which may be purchased in a drug store in cubes. The old tapes may be soaked for a time in turpentine and finally in benzin, to dissolve the ink. These may be used in emergency.

Gloss Varnish Causing Stock to Adhere to Slip-sheets.

(1134) A pressman writes: "I have used a heavy gloss varnish as an over-print on a half-tone printed on Cameo stock in sepia ink. I used bond paper as slip-sheets and put fifteen in a pile, laying them in racks. The first color was fully dry; had run it with a dull-finish varnish. What should I do?"

Answer.—As no specimen accompanied the letter, we can not judge how solid an engraving was used, but offer the following general suggestions: With the first form, use a japan drier and be certain the ink is dry throughout; a mere surface drying will not do, as the second print will amalgamate with the thin film and the whole body of ink will have to go through the drying process, which will take doubly long. If the engraving is over-printed with a solid plate, lay the sheets out singly. Do not slip-sheet, as a mere contact with the weight of a sheet may mar the varnished surface, even if it does not stick the two together.

Gold Ink Drying and Accumulating on Plates.

(1135) "In running a gold-ink job from a half-used can of gold ink I had considerable trouble. The ink would not distribute properly and would dry nearly as fast as I put it on the plate. What should I do?"

Answer.— Perhaps we are not in touch with all of the details, but from the information at hand suggest as follows: Have the plate and rollers clean, wash up twice if necessary, so that no oil is present. If the plate feels cold to the back of hand or arm, it is too cold to attempt using for gold ink. Hard rollers should be used, and as much heat as the rollers will stand. To do acceptable work with ordinary gold ink the temperature of the room must be around or above 80°. If the ink is stiff, warming the plate by a gas burner, or a small spirit lamp placed in a convenient place, will cause it to work freely. A kerosene lamp placed beneath the press where the rising heat will play over the form and rollers will give sufficient heat. Of course, judgment must be displayed in the application of the heat, otherwise the rollers will be spoiled. If a reducer is required, a small amount of amyl acetate mixed with the ink will do no harm and will materially soften the ink without impairing its luster.

Cuts Built Too High.

(1126) Submits an advertisement page of a technical magazine. Has difficulty with two circular half-tone portraits, the high lights of which always filled up. On the same page are larger half-tones that worked perfectly. The pressman's letter gives a clue to the cause of the trouble, and reads as follows: "I have considerable trouble printing a form of which I send you a section herewith. The two small cuts filled up continually and I could not overcome it. These cuts did not rock. All the cuts were of uniform height as nearly as possible. By that I mean that they were about one 60-pound sheet above type height. The press is comparatively new, with rollers in good condition. The aforesaid cuts caused me a lot of trouble, and I would like your opinion of the cause."

Answer.— The cause of the engravings filling up is quite plain. They were above type height instead of being normal height or a trifle under it. A solid plate, if above the type height, will give no evidence except that the edges punch the stock and probably slur if close to the open margins. In a half-tone the effect is usually seen in the high lights by the slurring or filling in. In the middle tones the ink is squashed out and fills the fine white dots, causing a deepening of the tones and changing them practically to solids. Our advice is to have the small engravings, especially those with vignette edges, from two to five thousandths of an inch less than type-high. The make-ready in the tympan will readily compensate for the difference, and no disadvantage will be noted in the inking.



A PRESSMAN'S HOME.

Residence of Albert E. Hofmeister, pressman, 26 Fair place, Rochester, New York.

An Overlay from Resinous Powder.

(1132) Submits a mechanical overlay made on manila paper. This overlay appears to be made by dusting a fine powder of resin or baryta on a freshly printed surface, and afterward the powder is fixed by fusing or by spraying with an air-brush; at least its appearance indicates that a fixative was used. The overlay gives these values of relief: thickness of support, .008 inch; thickness in high-light part, .009 inch. In the solids it is .012 inch thick. The powder is used on both sides as if applied to an impression having a strong offset on the back. The following inquiry accompanies the overlay: "(1) What are the materials used in the overlay and how is it made? I have applied these overlays, but did not make them myself, although I would like to know how. (2) Would like to know how playing-cards are cut."

Answer.—(1) The overlay consists of a support, which is nothing more than a piece of draw-sheet manila. The impression of the plate was pulled on this manila, which has a strong offset. The fresh ink was immediately dusted with a powder, the nature of which we can only conjecture — probably a chalk, or baryta. This powder adhered in proportion to the density of the print, for the relief is greater in the solids than in the high lights. To prevent the powder detaching from the support it was sprayed with a fixative — a simple operation. When dry it is ready to apply. Any of the following powders may be applied, as they have a density of body and adhering qualities: Litharge, white lead, baryta, dragon's-blood, asphaltum, resin, and many others. (2) Playing-cards, after being printed, are put through a slitter and cut into strips of six or more. After this operation they are put into a bliss or holder, and are punched, pressed and die-cut one at a time, male and female dies being used.

Printing on Bond Paper.

(1130) A South Dakota publisher voices the complaint of many small printers who are unacquainted with some of the finer details of presswork on platen machines. He writes: "We are having some difficulty in making a clear impression on bond paper. We can not get it *all black*, like some printing done in large shops. Can you help us out of this difficulty by giving us some suggestions?"

Answer.— The principal points to be observed in printing on bond paper are as follows: (1) A suitable typeform, or design which must not be in half-tone. (2) A good stiff ink. If a black, it must be run without modification by reducers made of vaselin or varnish. A little turpentine mixed with a small quantity of the ink will help its working qualities. A few drops of oil of bergamot will also assist in breaking the tackiness of the ink. (3) Rollers should be smooth of surface and fairly hard. Use as many as the press will carry, so as to obtain the maximum distribution. (4) As bond paper has a comparatively rough surface, owing to its finish and lack of filler, the ink must be pressed into the fibers; hence the need of a stiff ink having a maximum of pigment. The impression must be strong to accomplish this end. To get a strong impression without producing a matrix effect in the tympan, a hard tympan should be used. At least the part just beneath the printed sheet should possess firmness, such as is given by a strong, smooth piece of medium manila. This should be backed up with a thin metal sheet, a pressboard or a piece of celluloid board about as thick as four-ply cardboard. The make-ready is placed beneath this sheet, and may consist of tissue patches principally. If the foregoing plan is carried out, the printer will have more satisfaction out of his commercial printing. The principal factor in the foregoing plan is good ink. This may be had of any ink-dealer.

Relief Printing Patents.

(1131) "Can you tell me what 'embossotype' is? I have read an article somewhere on the subject, and I understand it is a certain embossing process. Can I secure the formula from you, or from some other source?"

Answer.— The "embossotype" process is a method of producing printed matter by giving a relief somewhat like ordinary steel-die embossing. No dies are used, and the relief effect is given after the printing is finished. The relief is in effect a powder added to the freshly printed surface, adhering only to the printed parts of the sheet. The powder is subjected to heat, either by applying with an apparatus automatically or by holding over a source of heat by hand. There are several companies operating this process, as follows: Gloss-Emboss Printing Process, Chicago; Embossing Process Company, Chicago; Embossotype Process Company, Indianapolis, Indiana; Crump Process Company, Indianapolis, Indiana. This latter company is operating under letters patent Nos. 644,281 and 644,282, dated February 27, 1900, and issued to Samuel Crump, of New York. "This invention relates to improvements in prints, lithographs, and other ink or color impressions produced by letter-press, lithographic, transfer and similar methods, including typographical and ornamental matter such as may be employed for labels, show-cards, posters, wall-paper and similar productions, the object of the invention being a production in which the imprinted design is overlaid by a surface coating or veneer of varnish applied locally upon the design only and in perfect register therewith, serving to impart a luster to the print, to dry the print quickly, and to heighten and intensify the color and other effects." Application for patent was also made in Great Britain.

Rollers Bearing Too Heavy on Forms.

(1133) Submits an impression of a half-tone plate, 5 by 8 inches. This engraving is one that should be easy to print with the minimum of make-ready, as the contrasting tones are not sharply drawn. However, it does not print well, as the following letter states: "In printing an eight-page form we had trouble in getting the ink to distribute. You will notice in the upper right-hand corner that it is deposited in chunks. We used a good grade of half-tone ink in which was mixed a proportionate amount of drier. On pulling a proof the result was as mentioned. A thorough wash-up was then resorted to, and another proof taken, but the result was the same. The rollers are new and were reset for the job. I would thank you for information that would help us to remedy the fault. Work was done on a pony press."

Answer.— From the appearance of the plate we would ascribe the trouble to one or both of the following causes: The rollers were set too strong on the plates, or they were used before properly seasoned. This is our conjecture, and we are unable to suggest anything further than that you reset the rollers so that they just barely have a contact with the form. They may, however, have a more firm contact with the vibrators. The rollers should not exhibit any stickiness, due to moisture, for this condition will prevent proper distribution of the ink. Unless the ink requires a drier, do not use one, for it will tend to react on the new rollers and pull bits of composition from their surfaces, causing the filling up of the plates.

(Following our instructions, the correspondent has since written stating that no further trouble was experienced.)

Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Linotype Metal.

Another booklet of value to linotype users has been issued by the Mergenthaler Linotype Company, on the subject of "Linotype Metal." It deals exclusively with means and methods for producing good slugs and suggests the best apparatus for handling the metal. As much depends on a thorough understanding of this subject, the booklet will receive a hearty welcome. It is for free distribution.

Matrices Become Foul.

An operator in a Northern city writes: "Our machine is a Model No. 2. The main trouble is with the matrices not responding. When it is working right it has a light touch, but when the least dirt collects in the magazine, then the matrices fail to respond. This seems to affect almost any of the channels. Of course, the matrices most used are the ones affected first, and it is almost a necessity thoroughly to clean the magazine every day and polish it with graphite. After this is done it works good for eight or ten hours. The pica magazine also acts the same way. The machine has been this way for some time, but of late it seems to be getting worse. Could you give me any light on the subject? We also have a Model No. 3 here which gives no trouble."

Answer.— It may be that oil gets on the ears from the distributor screws, or from the face of the mold. We suggest that you clean the magazine and matrices again, and when you polish the ears and the magazine with the graphite brush use a very small amount. Then clean the distributor screws with gasoline and polish them with the graphite brush while they are running. Examine the ejector-blade, and if it is oily, clean it with gasoline. The face of the mold also should be cleaned if any sign of oil is noticeable. Use dry graphite only. The foregoing treatment should remove all chance of the ears becoming fouled unless the matrices are handled with oily fingers.

Slugs Do Not Show a Good Face.

A Kansas operator writes: "I am sending you under separate cover some slugs which will show you my trouble. I can not get a good face on a long-measure slug. The face looks as if it were cold, and it is rather broken. The pressman can not make it show up. The mouthpiece I have cleaned thoroughly and vent-holes are open. We have a new mold, but it does not seem to remedy the trouble. If I run the metal so hot that the slug is hollow, it doesn't make any difference. I have tested the lock-up and it is good, and I also took out the mouthpiece and cleaned the throat as well as I could. During the winter there is no gas, and we are using gasoline burners and the metal without being cleaned. Do you suppose this has anything to do with it? Can get a good slug on thirteen-em stuff. I have been particular with the adjustments on the lock-up and can not find anything to help it. It rather looks as if there is not a perfect flow of metal."

Answer.— The slugs look as though there is not a good flow of metal, as you state in your letter. This may be due to several causes, and we suggest the following treatment: (1) Procure a new plunger (F-879) and increase the stress of the pump-spring. (2) Clean out the hole on side of the well. This hole must be kept open. (3) Place a lump of tallow in the well, together with a small amount of graphite, and put in the plunger. Press the plunger slowly to the bottom of the well and allow it to remain in this position for ten minutes. (4) Clean out the cross-vents in the mouthpiece with the point of a knife-blade. These vents must be cleaned daily and kept open. If the sprue is too short, deepen the vents by cutting with a knife-blade, driving it with a light hammer. This is done while mouthpiece is in the pot.

When Is a Line Too Tight?

M. F. F., Philadelphia, asks the following questions: "(1) When can you tell, and how, when a tight line is sent in? (2) Is there any difference when you send a line in with two bands or ten or twelve? When I get a line with two spacebands I sometimes send it in when the star-wheel don't go around; but when I get a line with five or ten spacebands I thin-space so it barely touches the star-wheel. You can tell about how my guide is set, as when I send a line in with one spaceband it will not cast unless it is sent in when the star-wheel will not move. I have seen operators send in lines with four bands in when the star-wheel did not go around. (3) Is it safe for me to send in lines with six, seven or ten bands when the star-wheel barely moves around?"

Answer.—(1) If the assembler finger is set to correspond to the space between the vise-jaws and you assemble sufficient matrices and bands to cause the star-wheels to stop, you will know by the stopping of the star-wheel that the assembled line is greater in length than the space between the vise-jaws; hence it should not be sent in. (2) A line with two spacebands of medium thickness should be spaced so that it is full — not to stop the star-wheel, however. When a line has ten spacebands it can be sent away shorter, for the reason that the expansion of the ten bands will compensate for the shortness of the line. For example: If you set a line having two spacebands and the line lacks six points of being full, the spacebands, when driven to full height, will expand sufficient to give a tightly justified line. As a proof of this, measure the normal thickness of a spaceband, which in this instance is .041 inch, or about three points. The maximum thickness is .102 inch, or a trifle over seven points. The amount the line is short is .084 inch (six points), so that two spacebands when driven up tight will expand and take up this space and yet

not be driven to full height. One spaceband, however, when driven to full height would not be sufficient to do this, but by adding one thin space (two points) the spaceband will expand to make up the difference in altered space. (3) Set your assembler finger about one thin space less than the vise-jaw measure, and do not send away lines that stop the star-wheel, no matter how many spacebands are in the line.

To Replace a Broken Partition in Magazine Entrance.

A Minnesota operator writes: "The partition to the left of the em quad in the magazine entrance is broken. I thought that I could get it out by pushing the small rod out that seems to hold them by passing through a hole in each partition and resting on a curved brass plate. Now that rod will not push out nor drive out. Please tell me how to change that cracked partition."

Answer.— To fix a broken guide in the magazine entrance, proceed as follows: (1) Remove the entrance from the magazine. (2) Mark the front lower edge of the brass plate and bracket with a file so as to be able to return it to the same place after you have taken out the guide and replaced the new one. (3) Remove the screws in the plate and those holding the stopping-bar brackets. (4) Fasten the bracket in a vise and withdraw the rod in the curved plate. Drive the rod if it will not move freely. (5) Drive the brass plate toward the "e" end, so the broken guide just clears the edge of the brackets, remove the broken guide and insert new guide. Now reverse operation and bring plate back to place so that marks coincide. Replace all parts, and the job is completed. In ordering a guide get No. I-263.

Repairing a Square-base-model Linotype.

A Colorado operator-machinist writes: "I have the pleasure of having become one of the operator-machinists on "Maud" No. 263, square base, at this place. I found the usual number of things on the B. O. list, also the following: Justification block gone; spring on distributor box gone (G-243); right-hand vise-locking screw did not hold (E-137); both upper and lower parts of mold warped, showing a fin three-eighths of an inch long on end of slug; a clearance of about half an inch between bottom of matrices and distributor partitions; two partitions gone; distributor-clutch-flange collar (G-30) rounded off so that screw would throw it over against frame and wedge it; two springs on about half of the keyrods, and on back cams found a number of matrices and a miscellaneous assortment of small things (there being no covers over cams); it was impossible to disengage assembler clutch; oil over all parts of assembling mechanism; matrices so dirty that they were gummy; magazine, especially around lower end, was caked with oil, dirt and graphite (strike key three times to get letters); the lower end of magazine was adjusted about one-eighth of an inch high on one side and low on other side; about ten verge springs gone; spacebands did not transfer; gasoline burner always gave yellow flame, and the pipe going to one burner under mouthpiece was burned through about half-way up — this was on one next to keyboard side; also necessary to repack the pot; squirted every day; and some other things that I have forgotten. I have got all of these O. K. They formerly employed a boy to drive out slugs, fix the distributor, put metal in pot, and look wise. They had a six-point ejector-blade for ten-point slug, and the end of blade worn to about four points thick. Here is something that troubles me: (1) The right-hand mold-liner has the lug battered by something, evidently by ejector-blade. Can it be that the mold-slide is set too low? Bushings on disk show considerable wear. This is worrying me, so any help you can give me will be greatly appreciated. (2) On leaving the distributor bar the matrices make a slight clicking noise and seem to drop slightly. Is this caused by distributor bar being too high? The matrices do not bind on inclined rails — that is, between them."

Answer.— The fact that you put the machine in anything like good order shows a skill and perseverance that is commendable. (1) In regard to the broken heel of the right-hand liner, this probably was broken off by some one driving out a slug, using a hammer and a driver of some sort. If the mold-slide be too low it will not alter the relation of the liner and ejector-blade. Remove the ejector-slide and see if the blade is loose on the pins. As to the position of the mold-slide: this can be ascertained with exactness by removing the disk, then connect the slide and raise it at front end; observe how much play there is in the gib above the slide; if more than one point (.007 inch), adjust by the screws below the gib. When this is done there will be ample play for the slide to move freely. After the disk has been put in place, back the machine and put disk on studs, then set the supporting screw beneath the disk guide so there is about .007 inch play. If the studs and bushings show much wear, replace the entire set — four bushings and two studs. (2) This trouble is caused by the front rail being deflected toward the back rail through removing the box when the box bolt was insufficiently loosened. The remedy lies in removing the box by turning the bolt full distance and springing the front rail so that the body of a matrix has a bare contact with each rail.

One Cause of "Hair-lines."

A Pennsylvania linotype operator writes: "I am writing you about hair-lines. Now I think the spacebands are all right; no metal adheres to them, and it seems that the hair-lines begin to show on the a, i, l, r and s the most, and as soon as I find one of them I throw it out. I do not wash the matrices and try to take as good care of machine as possible."

Answer.— Send in a normal line and stop the machine immediately after first justification. Draw up the wedge of the first spaceband in the line and observe how nearly tight the line is justified. This spaceband should not be readily drawn upward, for this will indicate that first justification is weak. To overcome this difficulty, increase the tension of the first-justification spring one hole, if it is the old style; if the new style, turn down on the nut above the spring. This operation should cause lines to justify tighter and eliminate the hair-lines to some extent.

Recent Patents on Composing Machinery.

Typecasting Machine.— E. B. Barber, New York city, assignor to Ontario Type Machine Company, Ltd., Toronto, Can. Filed February 13, 1911. Issued December 12, 1911. No. 1,011,558.

Keyboard Attachment for Monotypes.— G. F. Coates, Rutherford, N. J. Filed January 14, 1911. Issued January 14, 1912. No. 1,011,581.

Type-metal Pot.— E. B. Barber, Brooklyn, N. Y., assignor to Ontario Type Machine Company, Ltd., Toronto, Can. Filed May 31, 1910. Issued December 12, 1911. No. 1,011,718.

Printing Bar.— G. R. Cornwall, Rye, N. Y., assignor to American Planograph Company of West Virginia. Filed March 6, 1906. Issued January 2, 1912. No. 1,013,477.

Composing Machine.— James Steel, Little Falls, N. J. Filed May 2, 1908. Issued January 2, 1912. No. 1,013,624.

Type Mold.— J. E. Hanrahan, Baltimore, Md., assignor to Chesapeake Addressing Company, of Maryland. Filed July 23, 1909. Issued January 16, 1912. No. 1,015,020.

Assembling Device.— J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York city. Filed February 4, 1909. Issued January 16, 1912. No. 1,014,725.

Typograph.— Julius Dorneth, Berlin, Germany, assignor to Typograph G. M. B. H., Berlin, Germany. Filed October 3, 1910. Issued January 23, 1912. No. 1,015,479.

Matrix Holder.— P. G. Nuernberger and George Rettig, Jr., Chicago, Ill., assignors to Universal Type Making Machine Company of Chicago, Ill. Filed September 13, 1909. Issued February 6, 1912. No. 1,016,433.

Line-transfer Mechanism.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York city. Filed October 6, 1909. Issued February 13, 1912. No. 1,017,387.

Line-transfer Mechanism.— C. Muehleisen and C. A. Albrecht, Berlin, Germany, assignors to Mergenthaler Linotype Company, New York city. Filed April 5, 1910. Issued February 13, 1912. No. 1,017,444.

Proofroom

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Proofreader's Responsibility.

J. W. B., Montreal, Canada, sets us a doubtful task as follows: "I request your opinion on what constitutes a proofreader's responsibility in a job-printing house. I am proofreading for a paper-making firm which does a large printing business. For some time I have been in the habit of attending to such matters (besides the actual proofreading) as position, color of the ink, and quality and size of stock. In this way I have often prevented a mistake being made in the pressroom; and now, when any mistake is made in any one of these particulars, my foreman's attitude toward me is the same as if I had been the cause of it. As a proofreader (and as such I was engaged here), does my responsibility end when I have corrected the typographical and other errors in the proofs on my desk, or is it 'up to' me when a job is printed on different stock than that ordered, or when the wrong ink has been used?"

Answer.—As a proofreader, one's responsibility ends with the correcting of errors in the type-work. That is absolutely all that is included naturally in proofreading. Another aspect is given to the question under some circumstances similar to those indicated in this case. Naturally the foreman is responsible for final results of all kinds, and it is his province to exercise direct supervision of details or to relegate this to others, the choice usually depending on the amount of work handled. Individual responsibility must always be determined by individual understanding, tacit or express. There is so much difference between job-offices, principally arising from the variation in the amount of work done, that one may find in this the cause of doubt in answering the question. Our correspondent seems to indicate that he was engaged simply as a proofreader, and that he afterward undertook the other duties without any distinct understanding, but that his employers became so accustomed to having him attend to them that they were expected of him. Does not such circumstance create responsibility? These duties, or any other duties, would never be entrusted to any one not supposed to be competent. Now we do not wish to foster a feeling of reluctance to do anything more than one is paid for. The man who is never willing to do more than he positively must do to meet the terms of his engagement is sure to do less and poorer work than what is necessary for success. He is the man who will nearly always be out of employment. But a man who is willing to be helpful in other ways, while not neglecting his specified duties, can hardly fail to be rewarded better than he expects. If our correspondent engaged merely to do proofreading, and did not wish to have any other responsibility, he should have had a distinct understanding to that effect. He should not have done any of the other work if not willing to be held accountable for it.

6–7

A Word-Division.

J. W. B., Montreal, Canada, writes: "For the benefit of one of our compositors who took upon himself the responsibility of dividing prod-ucts instead of pro-ducts, as I suggested, will you enlighten him as to the correct division?"

Answer.— It is not the compositor, but his critic, who needs enlightenment. The first syllable of the word is prod, not pro, and the compositor divided correctly. Correct division in all such cases gives such part of the word on the first line as to leave no doubt in the reader's mind as to the part that follows.

Punctuation on Envelope.

J. W. B., Montreal, Canada, sends this: "Miss A. M. Smith's 'Proofreading and Punctuation' says that no punctuation should be used at the ends of lines on envelopes. I submit that

ALLIANCE ASSURANCE CO., —comma
WINNIPEG, —comma
MANITOBA

will always look better than

ALLIANCE ASSURANCE CO. —no comma
WINNIPEG —no comma
MANITOBA

Will you favor me with your greater experience on this subject?"

Answer.— Miss Smith simply adopts as proper what many people are now doing. Whether most people do it or not is doubtful, but it is very common to omit the commas. My own personal taste agrees with that of the correspondent. I prefer the use of the commas, except as a concession to probably prevalent usage. In printing envelopes for other persons I should make it a point to ascertain customer's preferences, especially if they wrote the copy with commas. Otherwise copy should be followed.

Signs and Symbols Used in Printing.

A correspondent asking for a leaflet or pamphlet giving the different signs and their meanings, and saying that he had no books that seemed to give these, was referred to Webster's Dictionary, page 2549. That is a big number

for a page in a leaflet or pamphlet, so we may infer that the dictionary is neither leaflet nor pamphlet. I notice this because it seems equally fair to tell of another dictionary that gives the desired information. A list in the Standard Dictionary, published by the Funk & Wagnalls Company, New York, is on page 2315 (in the first printing), and is entitled "Arbitrary Signs and Symbols Used in the Sciences, in Commerce, and in Typography." Many thousands of people use the Standard Dictionary, but there are many more thousands who might well do so, and it is especially good for proofreaders. Much valuable matter has been added to it since its first printing, so that it is practically up to date in all essential respects. All the names and meanings of the various signs and symbols are given in both of these dictionaries, but the explanation of signs peculiarly typographical in the Standard is more satisfactory to me than that in the other. Under the word proof in the Standard is an excellent illustration of proofreaders' marks on a corrected proof-sheet, with explanations. The points and reference-marks are included in the list named, and are also noted under their own names and under the word punctuation in the vocabulary. It seems remarkable that no one has published such a full list in any special work. But the typographical signs of the kind mentioned are included in treatises on punctuation, especially in Teall's "Punctuation," published by D. Appleton & Company, New York.

Written for THE INLAND PRINTER.

GRAMMAR AND PROOFREADING.

NO. IX.— BY F. HORACE TEALL.

SHOULD we desire proof that pronouns may be subject to much discussion, and that people may think differently about their various uses, we may easily find the proof in Goold Brown's "Grammar of English Grammars." That book is referred to because its author did something that no other author has done. He devoted many years to criticism of other grammarians, mostly by way of showing their defects, in order to emphasize his own correctness. This involved the making of a very large book, wherein is much good and accurate instruction in grammar, easily separable from the mere criticism. The work is not so highly esteemed as it formerly was, but it is and always will be a unique treasury of information (and some misinformation). We shall cite it often in this writing.

If in search of the other extreme, paucity of treatment, we might select Sherwin Cody's little book on grammar, where may be found a few meager paragraphs on pronouns, which of course contain little detailed information. For our special purpose, in connection with proofreading, we must have the details at command.

Goold Brown tells us there are fifty-six English pronouns, and that they are divided into the three classes personal, relative, and interrogative. Some of these words are not always recognized instantly as pronouns except by persons who have thoroughly learned to distinguish the parts of speech — and the writer has known men (including himself) who would sometimes find difficulty in the distinction. An excellent use of the dictionary may here be suggested. We do not think any proofreader would ever regret the time used in selecting from its pages every word there classed as a pronoun and writing a full list of them. Let him then see whether his list equals Brown's count. If not, throw away the list and make a new one. It may be that he will find a few words not separately entered as pronouns, but each so classed simply as a use of a word mainly used as another part of speech. Such research may reveal some peculiarities not always sufficiently kept in mind. One such is the fact that possessive pronouns often, if not always, are used in a way that leads some people to call them adjectives. Thus one large dictionary calls mine a pronoun, but thine an adjective.

Every word that stands for a name (so that some name is understood as fitting in its place) is a pronoun. The name for which it is used is its antecedent. One way in which a proofreader may sometimes be helpful is in making sure that pronouns are not used confusingly. Here is an example from Lane's "Arabian Nights," quoted by Cody: "Aladdin was so frightened at what he saw that he would have run away; but, as he was to be serviceable to the magician, he caught hold of him, scolded him, and gave him such a box on the ear that he knocked him down, and had like to have beat his teeth down his throat." No thoughtful proofreader could fail to perceive that it is sometimes not clear which person is referred to in this sentence as it is, and in this or any similar case almost any author would be thankful for a good suggestion. Sometimes a hint may be written in the form "Antecedent not clear," or a question, "What is the antecedent of this pronoun?"

Personal pronouns present little difficulty in proofreading, other than through such confusion as that noted above, and an occasional misuse of the nominative where the objective form should be used, or vice versa. (It must be remembered that these papers are not written as a treatise on grammar, but to inquire into the occasion for proofreaders to correct or challenge faults in grammar.) A story is told of Dr. McCosh as president of the College of New Jersey, now Princeton University, that, on perceiving light in a student's room after hours one night (this was when the college was much smaller and more closely governed), he knocked on the door. On being asked who was there, he answered, "It's me, Dr. McCosh." The student is said to have replied, "You lie; Prexy would say, 'It is I.'" Such substitution is very common colloquially, and in some expressions seems to be becoming even more so; but of course it can not be tolerated in print, except in reporting bad speech.

There is a considerable tendency among proofreaders to object to whose as a possessive in any but a personal application. It is an objection with a specious reason, somewhat similar in value to that urged against using a plural verb with the word none; but, also like the other, it is a notion that proofreaders may well abandon. We may get examples from Goold Brown on this point: "Whose, the possessive case of who, is sometimes used to supply the place of the possessive case, otherwise wanting, to the relative which. 'The mutes are those consonants whose sounds can not be protracted.' 'After a sentence whose sense is complete in itself a period is used.' Grammarians would perhaps differ less if they would read more." That last sentence follows a quoted assertion that such use of whose is wrong, and Brown then quotes various grammarians in support of the use, one of whom said, "Whose is well authorized by good usage as the possessive of which," an assertion that was true when it was made and is true now. It is an unobjectionable use. Some grammarians say that whose is the possessive of what instead of which. It seems to be correctly usable for either.

One of the most debatable questions in the use of pronouns is whether a positive rule should be adopted for distinction between that and which as relatives. In the present status of this question the best practice for proof-

readers is, generally, to follow copy. Some writers use which too freely, and others use that almost to the verge of absurdity. Occasionally a proofreader may improve what he is reading by alteration, but he should be very sure that he will be allowed to do so, or his safety will demand compliance with the writer's wish as expressed in the writing.

The history of these relatives is peculiar. Our etymologists tell us that there have been distinct periods when one of them has been used almost to the exclusion of the other, followed by other periods of nearly absolute reversal, and again by times showing almost no choice. Thus Goold Brown notes certain criticism of Addison in Blair's Rhetoric: "The style of Addison is more than once censured by Dr. Blair for the frequency with which the relative that occurs in it, where the learned lecturer would have used which. The reasons assigned by the critic are these: 'Which is a much more definitive word than that, being never employed in any other way than as a relative; whereas that is a word of many senses, sometimes a demonstrative pronoun, often a conjunction. In some cases we are indeed obliged to use that for a relative, in order to avoid the ungraceful repetition of which in the same sentence." Brown follows this with five facts in positive contradiction, two of which are "that that is the more definitive or restrictive word of the two," and "that the word which has as many different senses and uses as the word that."

Alfred Ayres, in "The Verbalist," adopts the ruling made by Alexander Bain, as follows: "That is properly the restrictive relative pronoun, and which and who are properly the coordinating relative pronouns. That, when properly used, introduces something without which the antecedent is not fully defined, whereas which and who, when properly used, introduce a new fact concerning the antecedent." In his attempt to make this rule apply closely, he quotes a number of sentences with what he calls correction, of which we may repeat two. "The rich despise those who flatter too much, and hate those who do not flatter at all." "The people will not consent, under a government which depends upon their will, to adopt the Sabbatarian notions which the old Puritans held." He would have that instead of each who and which in these, and prescribes similar substitution in a great many other places where most people would think it unadvisable, if not erroneous.



A GOSLING GUARDIAN.
Photograph by R. R. Sallows, Goderich, Canada.



This department of service is designed to bring men of capacity in touch with opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

I. T. U. Student — All-around Printer.

(1216) All-around printer, rapid, accurate, industrious, desires a position with some one who appreciates a good and willing worker and not afraid to pay for services. Student in I. T. U. Course of Instruction in Printing, with good standing. Familiar with newspaper make-up. Twenty-five years of age, married, temperate, union. Prefers Western States. Coast States most desirable.

Job Printer Wants Control or Lease of Job-office.

(1217) Young man, twenty-six years of age, temperate, with good knowledge of the finer parts of printing, especially concerning commercial work, would like to take charge of a small job shop equipped with strictly up-to-date material, or lease some job shop that is now running in connection with a paper. Would take good care of material. Experienced in platen-press work; fair knowledge of the harmony and mixing of inks.

First-class, Experienced Printer Would Consider Good Offer.

(1218) All-around printer of over twenty years' experience in the printing business, embracing all lines from learning the case to manager, capable of taking entire charge of a plant where the finest grades of commercial printing, die-stamping, lithographing, loose-leaf forms and bank equipments are produced, desires a position in some printing establishment where such knowledge would be appreciated and compensated. Experienced in costs, as well as in the selling end. At present employed with large paper and envelope supply house, gaining experience so valuable to the average printing plant.

Job-printing Office for Sale.

(1219) Job-printing plant, located in a town of 3,500, on Western coast, can be bought at a reasonable price. Only exclusively job plant in the town. Present owner states the work runs to $175 a month and up, without any soliciting being done. Present owner to retire to ranch. Fine proposition to party seeking such a location.

Experienced Compositor.

(1220) Compositor with fourteen years' experience in some of the finest shops in the East as foreman and general supervisor in different departments seeks a position either as compositor on the very best grades of work or manager of a medium-sized office doing good work and where

there is a chance for betterment. For six years a proprietor, therefore knows the business from the standpoint of employer and employee.

House Machinist.

(1221) House machinist, twenty-seven years of age, would like position in a lithographic or printing house. Possesses a good practical knowledge of printing and lithographing. Wide experience in the latest designs of litho-rotary presses and offset presses, both from a practical and experimental standpoint. Prefers location near New York or South.

Foremanship or Superintendency.

(1222) Pressman with seventeen years' experience in the printing business, with some of the finest concerns in the country, would consider a change as foreman or superintendent of the mechanical end of a high-grade plant. Or would like an assisting superintendency where the assistant is required to have a thorough knowledge of presswork and all its branches. References can be given to any of the firms with which he has been or is now connected as pressman and later as foreman of different departments. Married. Temperate. Nonunion.

Newspaper Man Wants Lease of Paper.

(1223) Experienced, energetic newspaper man, thirty years old, married, desires to lease or manage weekly or daily in growing town, with ultimate object of purchase. Mild climate preferred.

Monotype Machinist.

(1224) Monotype machinist, eight years' experience, at present employed, desires change. Experienced pressman, having had charge of press and monotype rooms.

Ad.-man and Jobber.

(1225) Job compositor wants position where there are more opportunities for advancement than his present position affords. Considerable experience as newspaper ad. compositor, and fully competent to run " advertisers' service department " for newspaper or magazine. Union; married; temperate. Prefers South, but would go anywhere, provided the salary is right.

I. T. U. Student — All-around Compositor,

(1226) All-around compositor, eight years' experience, would like position as layout man or " comp " where artistic typographical skill is one of the chief requirements. I. T. U. student. Successful contestant in typographical contests conducted by THE INLAND PRINTER and other leading trade-papers.

Seeks Position in West.

(1227) Union job and ad. man is desirous of locating either in Washington or Oregon, but would accept position in Montana or Idaho. Thoroughly familiar with rule and figure work, as well as ordinary stonework. Would like foremanship in small or medium-sized job shop, or at the case. Forty-five years of age; single. Prompt, energetic and systematic. Temperate. A1 references.

Office Manager or Buyer.

(1228) A man of thirty-two, with a thorough knowledge of the printing business, desires a position as office manager for a large concern doing a general line of printing. For past eight years has handled all the printing for a national advertiser, writing the specifications, making the layouts and ordering the engravings.

Lease of Country Weekly.

(1229) Young married man, twenty-seven years of age, with a thorough knowledge of all matters connected with a country-newspaper office, seeks the lease of a country weekly, with the view of purchasing later. Would prefer a shop in Missouri town of five hundred to one thousand inhabitants. At present foreman of one of the best country newspapers in America.

Machinist-operator.

(1230) Machinist-operator, thirty-four years of age, with a thorough knowledge of linotype and all branches of hand composition, including job, advertising and magazine, as well as newspaper make-up, would like position in New York State or any eastern city. Good references. Married; nonunion.

All-around Printer.

(1231) All-around country printer, with fifteen years' experience in different positions in the mechanical departments of a printing-office, would like position as superintendent of mechanical department or business manager on small city daily — about twenty-five thousand population— in Indiana or adjoining States. Familiar with newspaper business in all branches; good job man, fair pressman, expert linotype man. At present machinist in United States Government employ. Thirty years of age; married.

Linotype Machinist-operator.

(1232) Linotype machinist-operator seeks change to smaller city than his present home. Practical knowledge in care of machinery, and a competent operator. Fifteen years at the trade, eight on machine. Good general knowledge of all work handled on machine. Would like position with newspapers, preferably in northern Illinois or Wisconsin. Thirty-two years of age; married; temperate; union.

I. T. U. Course Graduate Wants Opportunity.

(1233) Young man wants a position in an up-to-date printing-office, where there is a chance for advancement. Practical printer; good, steady, reliable. Graduate of the I. T. U. Course with high average. At present employed in city of fifteen thousand. Best of recommendations. Desires location in larger city.

Interest in Plant for Sale.

(1234) Thirty-one shares in first-class incorporated printing and binding plant at $50 a share, with complete charge of composing-room, also position as one of the five directors. Located in a town of over one hundred thousand inhabitants. Purchaser fully protected by iron-clad agreement. Business thoroughly established and equipment in A1 condition. Close investigation invited.

Capable Foreman Wanted.

(1235) Large firm in Middle West, doing a lot of half-tone, color, catalogue and other commercial work, is looking for a thoroughly competent compositor who also understands stonework, stock-cutting and possesses first-class executive ability. A good opportunity to work into something a great deal better. $22.50 a week to start.

Pressman Seeks Foremanship.

(1211) First-class cylinder and rotary pressman and practical mechanic of seventeen years' experience seeks position as foreman of pressroom, or in some other capacity of like nature, with a reliable growing concern in a town of not over fifty thousand inhabitants, east of Chicago. Thoroughly competent to execute high-grade vignetted half-tone and three and four color printing; understands all details of supervising a large pressroom, and has been in charge of some modern plants executing high-grade printing of all descriptions. Forty years of age; married.

Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Artificial Daylight for Processworkers.

Photoengravers, and chiefly those making plates for reproduction of color, have been looking for an artificial light that would serve the place of daylight. Many inquiries have reached this department on this subject, and a few artificial lights have been recommended by their promoters as filling that demand. Investigation has proved that none of these illuminants has been deserving of endorsement in this department. All the lights that have thus far been termed "just like sunlight" have failed under the scrutinizing eye of the lens and the recording retina of the sensitive plate. Several discoveries seem to give hope that we are now near an artificial daylight. The latest and most complete information on this most important subject to the photoengraver is found in the article on "Artificial Illumination of the Print-shop," by Roscoe Scott, which began in THE INLAND PRINTER for February of this year, page 696. This should be read by every processworker. It is shown how the Mazda lamp is already in use to furnish a window or small room with artificial daylight, where color, copy and proofs may be examined as successfully as in actual daylight. If we could but have only a table lighted with artificial daylight so that proofs and copy could be inspected, it would be a great service to the photoengravers. It will then be only a development of the idea when we can have artificial daylight to illumine the copy, and one of the chief obstacles to practical color reproduction will be overcome.

An Inkmaker Hits Back at Three-color Workers.

We three-color platemakers have all these years been blaming the color-printing inks for all our failures. John Kidd & Co., of London, inkmakers, in a booklet on "Inks for Three-color Printing," holds a mirror up to us in this manner:

"If we consider the practical side of three-color-print production, we shall see that there are reasons why it is unreasonable to tell the inkmaker, who puts three ideal inks on the market, that he does not know his business. In the first place those responsible for making the color records are not always agreed as to what are the correct regions of the spectrum to constitute the respective records, and, though agreement is approaching, even when it is settled, the photoengraver's materials do not always allow him to record exactly what he knows should be recorded, to say nothing of the defects which are bound to arise out of the hurried production insisted upon to-day. Those who have noticed how far an ordinary black-and-white half-tone can sometimes stray away from a facsimile reproduction will not expect things to be always perfect when the opportunities for error are multiplied by three; the wonder is that the engraver's results are as good as they are.

"After the negatives are made they must be printed on metal and etched, and then the plate is proved. If the result is now incorrect it ought to be returned to the etcher for improvement, but if it can be put right by a small alteration of the ink it is a temptation difficult to resist, and one that hitherto has not always been resisted, though we believe that most photoengravers see that manipulation of the inks is a mistake. But, even supposing that one standard is always adhered to, every engraver has not the same standard, and every inkmaker must therefore supply inks of various shades. Or, the printer himself may decide that the shades of ink suggested by the photoengraver's proofs are not suitable, and as we are in business to satisfy our customers, we cheerfully supply what is asked for."

Europeans Have Troubles Like Our Own.

William Gamble, the best-posted man on process conditions in Europe, has this to say in *Penrose's Annual* on business methods over there. One would think he was describing the situation in the United States. He writes:

"To the outside public it might be thought that a business (photoengraving) whose products are in such widespread demand must necessarily be a prosperous and a profitable one, but as those who are behind the scenes know very well, it is far from being so. The fact is that there have grown up with the business some very pernicious trade customs, which prevent the processman from getting a very fair reward for his industry. Among these evils may be mentioned the system of charging by the square inch, of charging a minimum rate for small blocks, and of allowing various privileges and rebates to customers, all tending to lower the price of the block. It is probably the only business under the sun where the manufacturer has to sell perhaps sixty per cent of his product under cost price in order that the customer may have the advantage of a uniform rate of charging. It is not supposed that on the remaining forty per cent the trade is able to make a sufficient profit to cover the loss on the other part; far from it, it has to make ends meet by extra work and side lines, such as art work, printing, selling electros, etc.

"A strong movement is now on foot to better this state of things, but it can not be done all at once by any heroic remedy. Trade customs in the matter of charging can not be swept away immediately, but much may be done to educate the trade to a knowledge of its position and to the causes which have led to the present deplorable state of things. It is felt that this can best be done by getting every house to establish a cost system by which it will be possible to see whether each job has proved profitable. In this way it is believed that the cutting photoengraver will soon be brought to see the futility of giving away a considerable part of his work."

Printing from Negatives without a Printing-frame.

J. Caruthers, Buffalo, writes: "Won't you kindly let me know what number of THE INLAND PRINTER told about printing on stone without a printing-frame. I mean by squeegeeing the stripped negative right on the sensitized stone. I hunted through our file of your publication for a couple of years back, though I know I had seen it there. I remember you used molasses in the solution to make the negative stick."

Answer.—If there were molasses mentioned in the solution used to hold the negative to the stone while the light acted, then you did not see it in this department of THE INLAND PRINTER. Molasses would injure the albumen or glue sensitive coating on the stone. In this department for August, 1909, page 727, you will find a paragraph about "Printing on Stone." There castor-oil is recommended, though you can use kerosene or any other thin clear oil.

formed by the evaporation of petroleum, and is the only article the photoengraver should use. It makes a good varnish dissolved in turpentine, though a better varnish is made by the addition to it of linseed oil and rubber in solution.

Chromic Acid in Enamel.

J. B. S., St. Louis, writes: "I learned my trade in London. I bought as a secret Mr. Ives' formula for enamel, for which I paid a pound note. Since I came to this country I can not find any one who ever heard of this formula, so I send it to you and wish you would let me know if I have been 'stung,' as you say over here. Here is the formula:

Water	12	ounces.
Bichromate of potash	88	grains.
Le Page's glue	5	ounces.
Chromic acid	40	grains
Aqua ammonia, U. S. P.	1¾	drams.



DETECTED!

From a drawing by O. Murray Dixon.
From a half-tone reproduction in *Swain's Quarterly*, by permission of *The Illustrated Sporting and Dramatic News.*

Asphalt Varnish for Etching-tubs.

J. W. Crocker, New York, says he has trouble with the asphalt used for repairing leaky etching-tubs. He has used it dissolved in turpentine. Has also melted it and poured it in hot to the tubs, but the asphalt soon cracks off. He wants to know what is the matter.

Answer.—All processworkers should know that there are two very distinct substances sold under the name of asphalt. The substance commonly sold for asphalt is nothing but the refuse tar from gas houses. Of itself, this would make a good acid resist, but to harden this gas tar it is mixed with much slaked lime, which injures it as an acid resist and renders it brittle. At about 30 cents a pound one should buy the genuine Syrian asphalt, known in the trade as Egyptian asphalt. This is supposed to be

Answer.— The above formula was credited to Mr. Ives and published in this department of THE INLAND PRINTER for April, 1900, page 93. This is probably where your friend found it in order to relieve you of your pound note. There are two reasons why the formula is not in use in this country. The first is that we use bichromate of ammonia instead of potassium in enamel solutions, because the ammonia salt makes the enamel more sensitive. Secondly, the use of chromic acid and liquid ammonia only complicates matters, as it is but an indirect way of using bichromate of ammonia. This latter salt is made by adding water ammonia to chromic acid until it is nearly neutral, and then evaporating the ammonia. By using 40 grains of chromic acid and nearly two drams of aqua ammonia in the above formula you are simply producing bichromate of

ammonia. Why not use the bichromate of ammonia direct? Then leave out the potassium salt and you will come nearer to the ingredients universally used in this country.

Copper and Silver Intensification.

"Intensifier" sent to *Process Work* the following query: "When intensifying with copper bromid and silver I can not get the silver to blacken, though I have used a very strong and a weak solution in my endeavors to get a good opaque negative. Can any reader explain the cause of this? I get a good deposit on development, but can not build up."

There are several replies, but here are sentences from the ones that come nearest to suggesting a cure for the trouble. One advises that after bleaching with the bromid of copper the film should not be washed for a longer time in running water than a minute and then the water should not be allowed to flow on the negative itself, but outside the design. Others believe the trouble is due to the copper-bromid solution, and give formulæ of 4 ounces of sulphate of copper and 2 ounces of bromid of potassium to from 40 to 64 ounces of water. A saturated solution of sulphate of copper, 18 parts to 1 part of a saturated solution of bromid of copper, is also recommended. For the silver solution, 4 ounces of a 60-grain-nitrate-of-silver solution, 40 grains of citric acid and 10 drops of nitric acid chemically pure is recommended. The trouble with too many of us is that from confidence in ourselves we are careless about the proportions used in mixing the intensifying solutions. Copper and silver will only combine in absolutely fixed proportions, and citric acid and nitric acid in the silver solution are of great assistance in bringing about the proper reaction.

Lecture on the Engraver's Art.

Edgar J. Ransom lectured before the Winnipeg Advertising Men's Club on "The Engraver's Art in the Newspapers and Magazines." The Winnipeg *Saturday Post* printed the lecture in full with illustrations. It was the finest kind of an advertisement for the Ransom Engraving Company, and is an idea that could be followed to advantage by engravers in many cities. The purpose of these lectures should be, while describing in a general way the numerous intricate processes required in the making of a photoengraving, to emphasize the judgment, training and skill necessary in manipulating the plate. The fact that so many scientific operations go into the making of even the smallest engraving, and that so many fickle elements, such as light, heat, moisture and constantly varying chemical solutions, must be under control, should be brought to the attention of the audience. In this way would the public and particularly customers be educated to a better appreciation of what a scientific marvel the art of the photoengraver is, and there would be less haggling about prices. The public needs this information, but the engraver requires it more, for, when he merely tabulates all the requirements in the way of apparatus, chemical solutions and operations used in getting out a minimum engraving, he will marvel how he could possibly sell his product for the small price he has been asking for it.

Sanford's Manual of Color.

John Ithiel Sanford's book of but thirty-three pages tells the process worker and printer what they should know about the principles of color harmony. And it is so simply told that a child can understand it. Here, for instance, is a paragraph from the chapter on "White and Black":

"White and black can not be formed by a combination of other colors, although it is frequently claimed that this may be done, and nothing more clearly shows the universal lack of true knowledge in the science of color, even by those who claim some practical knowledge of the science, than that such claims could be made unchallenged, or that in the same generation the claim should be made, first, that a certain combination of colors would produce white, and then that the same combination would produce black."

This book deals with colors and pigments as three-color workers find them, and not with rainbows and sunbeams. Every color-mixer and user will recognize these two simple rules which Mr. Sanford lays down: "Rule 1.—Complementary colors when placed side by side brighten each other. Rule 2.—Complementary colors when mixed together kill each other." There are two valuable color-charts in the book. It is admirably printed on excellent paper, and can be had from The Inland Printer Company for $1.



HERE'S LOOKING AT YOU!
Photograph by R. R. Sallows, Goderich, Canada.

ENTIRELY TYPOGRAPHICAL.

To the Editor of the Evening Sun:

SIR,—The Universal has it bougainvillæa; Webster, buginvillæa; the Standard, Bougainvillea. Which is? You print the Duke of CONNAUGHT; wherefore? Why not the Bishop of LONDON or the Prince of PILSEN—editorially? THE INLAND PRINTER calls this editorial small-cap practice "idiotic." R. S. V. P.

W. MATCHES.

Brooklyn, Jan. 22. —*New York Sun.*

INSUFFICIENTLY PROTECTED.

Mary had been greatly interested in watching the men in her grandfather's orchard putting bands around the fruit trees, and asked a great many questions.

Some weeks later, when in the city with her mother, she noticed a gentleman with a mourning band around his sleeve.

"Mamma," she asked, "what's to keep them from crawling up his other arm?"—*Ex.*

Bookbinding

BY A. HUGHMARK.

Under this head inquiries regarding all practical details of bookbinding will be answered as fully as possible. The opinions and experiences of bookbinders are solicited as an aid to making this department of value to the trade.

Box and Case Making—Concluded.

The illustrations this month show a few examples of "boxmaking" that require more skill and patience in the execution than do any of those heretofore described. To the person who has some knowledge of drawing and designing, work of this kind is not so difficult. This is not the case, however, with the person who knows what he wants to do but is unable to work out his thoughts on paper — he must work them out in actual materials. But such a drawback need not discourage any one from attempting to do things out of the ordinary routine. It is a poor-spirited

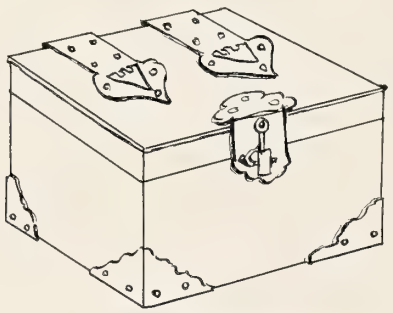


FIG. 9.— Case, with hand-made metal trimmings.

workman who, out of the materials with which he is so familiar, does not aspire to do something within his means that shall give him pleasure while doing it and satisfaction after completing it. One thing will lead to another, perhaps more difficult, thus awakening an ambition to excel not only his own past efforts but the efforts of those around him. It will also teach him where he is weak; and if he have determination he will set about to remedy his weaknesses. The ordinary workman, with no thoughts beyond his allotted task, will never know the possibilities of the very materials that he handles every day. Every one familiar with bookbinding leathers knows how fugitive are their colorings and how quickly they deteriorate; yet with some knowledge on the subject this can to some extent be remedied.

About eighteen years ago the writer undertook to make a sewing-box covered with red cowhide. As the work progressed it became more elaborate than was at first intended. Therefore, it seemed expedient to try and preserve the leather, as otherwise it would be a waste of time to put so much work on it. The box was made of Davy tarboard, No. 30, two thicknesses, the cover and box being made separately and covered with cowhide. The leather was soaked in lukewarm water and wrung out, after which it was spread out on a board and pasted on the right side with thin paste, which was rubbed in with a smooth folder. This of course took the grain out, which was intended. The paste served two purposes: it acted as a lubricant while rubbing, thus preserving the coloring, and during the manipulation some of the paste must of necessity penetrate the pores of the leather, thus acting as a filler. After the grain had been taken out, the surplus paste was rubbed off and the back pasted in the usual manner, doubled up, and left to absorb some of the paste from that side. Meanwhile the box was glued all over with a thin glue, which was also left a while to tack. After covering, the leather was wiped with a sponge which had been dipped in paste water, and squeezed out. This left the surface comparatively clean. When the leather had dried out sufficiently it was rubbed with the flat side of the folder. (If at this stage it should be too dry, it will show dull where rubbed, and if too damp, it will mar and scratch; but if done at the right time, the surface will be glossy and free from markings.) The leather was then given a third paste washing, and when dry it was washed over with egg-albumen size, after which it was polished with a hot steel polisher and varnished with leather varnish. Here is where the reader who is an old-time finisher will laugh, for with him varnishing is the last operation. Not so in this case, however, for one more pasting was rubbed in, another hot polishing and another varnishing were applied, after which it was finally rubbed over with floor-wax and later polished with a piece of canvas. The final result was a surface hard as wood and smooth as glass, not only in looks but to the touch as well, and richer in color than the original shade of the leather. The trimmings were made of copper, and the lining of silk

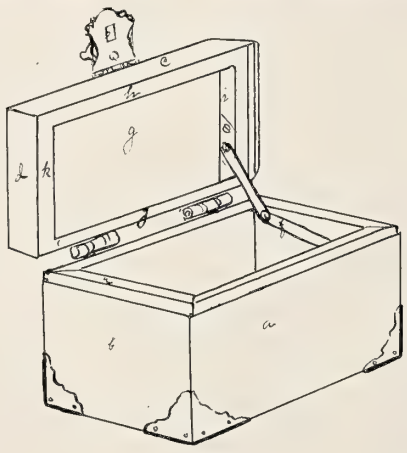


FIG. 9-*a*.

brocade. Now, after all these years there is not a scratch on it, nor is it any different in color. It has had rough usage and has been cleaned with a sponge many times. It is not further described here for the reason that few would care to put so much time on one thing, also because the trimmings were all in pierced metal, which work, of course,

does not properly come within range of discussion in this department.

The box (Fig. 9) is one that could be made for many purposes with few alterations. In this instance it was made to hold strop, razor, soap-cup, brush and comb. The cover contains a recess for a tray with manicure articles. The fittings are regular brass-box fittings kept by hardware dealers. In this case the hinges were added to by having the straps on the cover soldered to them, after which they were nickel-plated.

The open box (Fig. 9-*a*) shows thin outside walls, *a* and *b*, cut from tarboard, with thicker inside walls raised. These latter were cut from one-quarter-inch wood in order

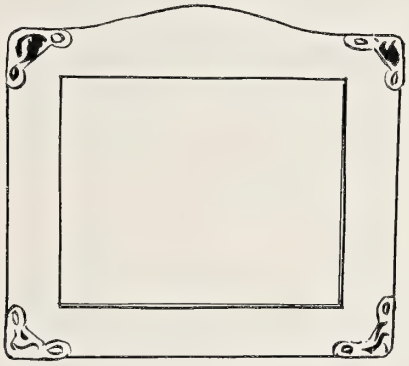


FIG. 11.— Desk calendar (front view).

to have a body to which the fittings could be fastened with small screws. For the same reason the one endpiece in the cover *i* was made of wood; the sides *d c* were tarboard, as well as the top piece *g*. It will be noticed that the back side *j* of the cover is lower than the other three sides, also that it is thicker. This was done to allow for heavier hinges than is usual for a box. The straps were also added on top to take away the clumsy appearance that the hinges would have given to the box. The outside tarboard is higher on the back of the box than *a b*, reaching up to and even with the inside wall. The inside frame *h i j k* was recessed and made rather wide in order that the tray could be set down in *g*, where it was arranged to be held in by small metal fasteners screwed on top of the frame at *h i k*. The check joint *f* was made from two strips of brass loosely riveted in the center and fastened to the box and the cover with screws, first inserting a small washer on each side so as to allow the check room to turn back and forth as the cover is opened or closed. The method of cutting and setting up of the box and cover differs little from that which has been described in the preceding issues. The box was covered with cowhide before the inside — which also had been separately covered with tan bag-lining leather — was set in. The cover was treated in the same manner.

The desk calendar (Figs. 11 and 11-*a*), front and back views, can also be used for a picture frame or made with a round opening and adapted to a clock or aneroid barometer. First having decided on the size and shape, this can be drawn on a piece of pulp-board and cut out with a sharp knife. It can then be padded with strips of cotton batting laid on the frame. These must be a little narrower than the frame so as to leave the edges sharp and thin when covered with the leather. A piece of super should be laid over the padding and glued over the edges; then cut out the center, leaving enough for turn to be glued on to the back the same as was done on the outside edges. The covering may be of any material desired, although calf, ooze, levant-grained moroccos and seal are better, for the reason that these materials have a natural beauty, making embellishment unnecessary. Decorations, of course, may be used even on these leathers, either as applied or tooled. Tooling can be burned and colored on the ooze and gilt, blinded or inlaid on the grain leathers. There also are many fancy leathers that can be used to advantage, such as the German marble moroccos, the Japanese metal-embossed leathers and the autumn-leaf sheep and buffing.

The back *b* is merely a piece of board on which two strips *c d*, and another across the bottom, have been glued. The opening must be larger all around than the front opening because the cards or picture that go in here must fit against the front and extend a little on four sides. The brace *e* is cut similar in shape to the one seen in the drawing and covered with cloth, letting the cloth extend over the board an inch on the narrow end. The back piece *b* is also covered with the same cloth. So also is the back of the frame *a*. Now a slot is cut in *b* and the limp cloth end of *e* is drawn through and glued on the inside of *b*, which is then glued on to *a* in its proper position. This has to be ascertained by setting in the cards or picture first, then adjusting the back to the frame.

The clock case (Fig. 13) is one that offers many opportunities for decoration, both in tooling and in laying. The most difficult part is to arrive at the correct proportion of the individual sides (Fig. 13-*a*). This can be done without any geometrical or mechanical knowledge worth mentioning, by taking two pieces of thin strawboard and cutting them to the size and shape desired in the flat; these pieces should have the fiber across to admit of bending without cracking. These two pieces should then be fastened together at the narrow end with linen or ledger paper straps. This may be done by laying one piece on top of the other and gluing the strips together at intervals around the edge of the two pieces. The wide ends or base should not be strapped together, because where the two sides are opened

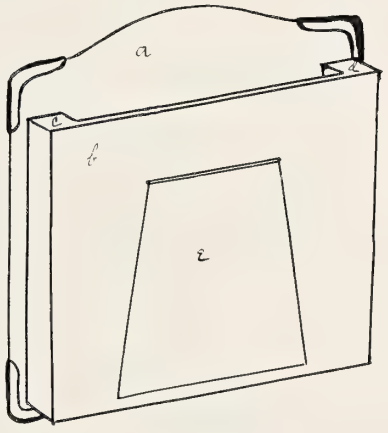


FIG. 11-*a*.— Desk calendar (back view).

out at right angles the base can be bent to any width or spread that may be desired. When doing this there will, of course, be an opening between the two pieces that can be built up to meet by means of a number of narrow strawboard strips glued on across each side and moved toward each other until they meet at the joint. If a piece of wood be glued in as a brace in the joint at the upper end, the two sides will be held in the right position while manipulating. A pair of scissors should also be kept handy so that the straps may be cut when applied, until they butt properly. When this has been carefully done a pattern for cutting is thus procured. It remains then only to slit the paper straps, take out the brace and lay one of these sides on a

piece of thick paper and draw a pencil-line along the built-out edge and top and bottom. The other side should then be laid inside this marking to verify the curve of the base. If the two curves are identical, the strawboard side is turned over and fitted so that the narrow end will fit into its space and the bottom be in alignment with the base line.

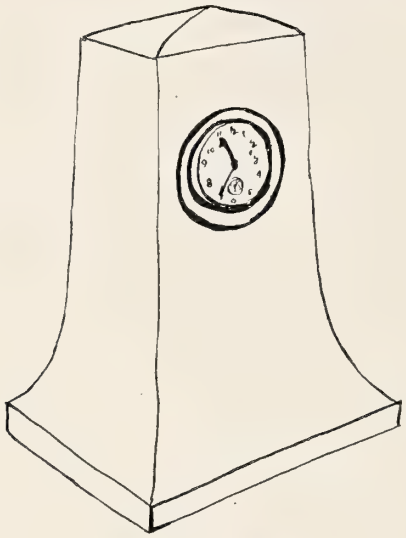


FIG. 13.— Clock case in leather or metal.

A line is then drawn along the curve side as before. The same is repeated for both *a* and *b*, as they are, of course, of unequal width. To correct the curves further, the pieces *a* and *b* should be folded in the center, the long way, so that the two edges may be trimmed absolutely equal. Now two more pieces of strawboard should be cut from these paper patterns, and fastened together and opened up the same as before, with the difference that this time the base also should be strapped together, but only after the sides



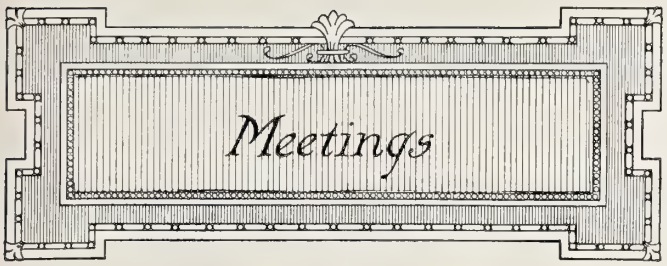
FIG. 13-*a*.— Showing the separate sides of the clock case, Fig. 13.

have been opened and braced. If correct, slit them apart; if not, slit where they appear faulty, and build up as before, then cut new patterns. At any rate, patterns are procured — that is the real task in this instance. The case should be built of No. 40 tarboard, and the edges should be pared where they meet. See position of *a b*. When all have been pared, the sides may be damped and bent while putting the edges together with glue and straps. Having the case glued together, it should be reinforced on the inside and the top made and fitted in. A flat top is first fitted to the case, then another piece of the same size is cut from thin strawboard. This last one is divided into four triangles by connecting the four corners with two lines in the form of an X. With sharp knife and straight-edge, cuts are made along both of these lines, thus leaving two acute-angle and two obtuse-angle triangles. To obtain a curved top with uniformly sloping sides, it is only necessary to take one of each of these triangles and extend the altitude line above the apex sufficiently to raise the center to a proportion in keeping with the size of the case. The acute-angle triangles must have their altitude lines raised more than the others in order to appear uniform when set in position. When these new pieces have been cut they may all be joined together in the center by means of short strips glued on the inside and outside joints. The flat top having been glued into the case and reinforced in all around so that the sides extend one-sixteenth inch above it, the divided triangulated top is then glued in. Each base is glued and forced against the flat bottom, the projections acting as braces. When in place, each seam may be stripped and the whole case sandpapered. When covering, one piece of leather should be stretched over the top and worked down over onto the sides a short distance so that the side covering may lap it. The bottom leather should be turned under and the whole case lined to prevent warping. The hole should be cut out last. Reinforcing can be done on the inside when desired, and in any manner necessary. Supports for the clock may also be glued in.



A PRINTER'S HOME.

Residence of F. A. Spencer, journeyman printer, 44 Werner Park, Rochester, New York.



Franklin Club of Wisconsin.

March 8 and 9 are the dates set for the organization of Wisconsin Ben Franklin Club into a State body. The meeting is to be held at Milwaukee. The proposed convention is the outgrowth of an enthusiastic agitation among printers throughout Wisconsin and northern Michigan for an educational campaign in the interest of better business methods and for the purpose of assisting in the enactment of legislation for the protection of the craft. It is the aim of the State organization to assist the local organizations and the individual members of the smaller towns to a better condition. The various committees appointed are hustling to make the convention a big success, and a splendid program has been arranged. A smoker will be held at the Press Club Friday evening, March 8, and a banquet will be held on Saturday evening, March 9. Every printer in Wisconsin and northern Michigan is urged to attend.

The program will be one of the best ever presented at a printers' meeting. Mayor Seidel will welcome the visitors and M. C. Rotier will make the response. Among prominent organization men who will make addresses are J. A. Morgan, of Chicago; A. N. Glossbrenner, of Indianapolis; F. I. Ellick, of Omaha; E. Lawrence Fell, of Philadelphia, and W. J. Hartman, of Chicago. Prof. R. S. Butler, of the University of Wisconsin, will give an address on "Salesmanship."

Indiana Printers to Have Cost Congress.

L. B. Lacey, of Indianapolis, has been selected as the temporary president of a proposed Indiana printers' cost congress, which is scheduled to be held at Indianapolis on March 14 and 15. At a meeting of employing printers on January 26, at Indianapolis, the plan to organize a State congress was decided upon. A committee was appointed, consisting of a representative printer from each congressional district of the State to arouse interest in the meeting and work for its success. The committee will also work in the interests of the formation of a State Ben Franklin Club. W. J. Hartman and Henry Allen, president and secretary, respectively, of the Ben Franklin Club of America, addressed the preliminary meeting.

Awakened at Newton, Massachusetts.

The employing printers of Newton, Massachusetts, have awakened to the fact that they are not getting out of the business all that they should, and have decided to form a permanent organization that will be the means of their getting a fair price for their work. A dinner was held at the Woodland Park Hotel, Auburndale (Newton), Wednesday, January 24, at which the employers got together for discussion of conditions. They met their competitors with smiling countenances — for cooperation and not competition is to be the order of the day. Many of those attending met their competitors for the first time.

Albert W. Finlay, of the George H. Ellis Company, of Boston, and president of the Boston Typothetæ Board of Trade, was the chief speaker. "The trouble with you printers," said Mr. Finlay, "is that you do not know the cost of your work. You are mostly graduates of the case or pressroom, and you know nothing of business ideas until you start a shop of your own and get up against the problem of making both ends meet. You are too good printers and too poor merchants." All present were enthused with the idea of cooperating, and elected the following committee to investigate conditions and call another meeting, at which it is expected a permanent organization will be formed: John Temperley, Newton Center, chairman; George W. Johnson, of the Graphic Press, Newton, secretary, and Eugene Fanning, of the Fanning Printing Company, Newton Upper Falls, treasurer.

Boston Printing-house Craftsmen Organize.

The Boston Club of Printing-house Craftsmen was launched on Thursday, January 25, 1912, at Elks' Hall, that city, with a banquet and exercises fitting the occasion.

A large number — eighty in all — representing superintendents and foremen of the different branches of the allied crafts responded to the call of the temporary committee and were enthusiastic over the formation of the new club.

During the banquet the club was entertained in song by Mr. Dowling, of the New York Craftsmen's Club.

Thomas Houlihan, of the Norwood Press, chairman of the committee, spoke on the needs of Boston and vicinity for a club of the proposed order, and a motion was unanimously passed to organize a "Boston Club of Printing-house Craftsmen."

Charles L. Dunton, superintendent of the Barta Press, of Boston, was chosen as the club's first president. Jeremiah P. Roche was elected secretary. Mr. Roche is connected with the Fort Hill Press (Samuel Usher), Boston.

The meeting was addressed by J. C. Morrison, past president of the New York Craftsmen's association, on "Benefits and Prospects of Craftsman Clubs," followed by F. E. Wilder, president of the New York Craftsmen's Club, with advice on what to do and what not to do in forming the new association.

Pratt Young, of New York, gave some humorous readings from his book, "Glossary of Terms Typographical," which were fully appreciated by his hearers.

Martin P. Higgins, in his usual brilliant manner, told why Boston should have a club of printing craftsmen.

After general discussion the following committee of five was appointed to perfect plans for the new organization: John F. Sullivan, William A. Spurrier, W. D. Ryan, Leonard Raymond and John J. Skelley.

New York Master Printers' Association.

The New York Master Printers' Association held its annual dinner and dance on the evening of Tuesday, February 20, at Hotel Earlington, 49 West Twenty-seventh street. An excellent menu was provided, and speakers of national prominence took part. In addition there was music and dancing. As an innovation at this dinner, the ladies were in evidence.

Eastern Canada Cost Congress.

Eastern Canadian printers held a cost congress at the King Edward Hotel, Toronto, on February 22 and 23.

Kansas City Typothetae Banquets.

More than one hundred and twenty were in attendance in the "White Room" of the Baltimore Hotel, Kansas City, Missouri, at the Ben Franklin banquet held on the evening

of January 17 by the Typothetæ and Credit Corporation of Kansas City. There was much enthusiasm, and the spirit of organization shown indicates that the Missouri valley will be well taken care of in the future.

Raymond M. Havens was toastmaster. President Walkenhorst, who has the honor of presiding over the largest branch of the United Typothetæ, was the first speaker, and gave a brief history of the Typothetæ in Kansas City since its organization in 1887.

"Credit and Its Possibilities" was the subject of Oliver Wroughton, the attorney for the Typothetæ. He detailed the present methods of handling credits through the central office.



OFFICERS OF THE KANSAS CITY TYPOTHETÆ.

Upper, left to right: D. A. Brown, secretary; H. Walkenhorst, president; J. H. Frame, treasurer. Lower: Bert Wolff, vice-president; J. M. Ten Brook, manager; Oliver Wroughton, attorney.

J. A. Carpenter, president of the Kansas City Paper House, gave some valuable advice concerning the relations between supply men and printers, which are being strengthened by the get-together movement.

Frank S. Crane, of Topeka, laid great importance on the necessity of knowing not only your local competitor, but competitors in neighboring towns. Mr. Crane was followed by Charles Work, of St. Joseph, Missouri, and H. W. Flagg, of Chicago, who spoke interestingly and instructively on matters uppermost in the minds of printers.

A feature of the banquet was the presentation of a Theodore L. De Vinne medal to Benjamin Franklin Hudson, Kansas City's pioneer printer, in behalf of the United Typothetæ of America. The presentation speech was made by D. A. Brown, as National committeeman. Mr. Brown expressed in a most cordial manner his own, as well as the Typothetæ's approbation, of Mr. Hudson's life-long work in the organization, where he had served as the fourteenth national president, and his personal interest in the local organization, the wonderful progress of which is due in large measure to his untiring labor.

The Banquet Committee, composed of J. R. Halderman, H. Walkenhorst, J. M. Ten Brook, D. A. Brown, and I. J. Eagle, is to be commended on the success of this meeting.

New York Printing-house Craftsmen.

A new constitution and by-laws was adopted at the annual meeting of the Club of Printing-house Craftsmen, New York city, held on January 18 at the Café Boulevard. It was decided that all members three months in arrears, after due notification, will be dropped, if arrearages are not settled. The following officers were unanimously elected: President, Floyd E. Wilder; vice-president, Hiram Sherwood; treasurer, John J. Dowling; secretary, Camille De Veze. A pleasant feature of the evening was the presentation of loving-cups to the retiring officers — John C. Morrison, Walter S. Carroll and Thomas F. Fraser, respectively president, treasurer and secretary. The tokens were in appreciation of the splendid service these men had rendered to the organization during the past two years.

The treasurer's report indicates that the club is in a healthy financial condition, and that its future well-being is assured.

Lake Superior Press Association.

The midwinter meeting of the Lake Superior Press Association, which embraces the printing and newspaper offices in the northern peninsula, was held on February 5, at Marquette, Michigan. President F. L. Baldwin, of the Escanaba *Journal*, was in the chair, and there was a large attendance in spite of the cold weather.

The afternoon session was devoted to the study of "Costs," Secretary Henry Allen, of the Ben Franklin Club of America, being the principal speaker. He used the charts of the Standard Uniform Cost System to illustrate his subject. In the course of his remarks he pointed out the necessity of all printers knowing what it costs to do business. He declared that unless this knowledge was obtained a printing establishment could not tell whether it was making money. Mr. Allen's remarks were followed by a spirited discussion and a lively "question-and-answer time."

Several members of the association expressed a willingness to become identified with the Ben Franklin Club of America.

W. J. Hartman, of Chicago, was accorded a vote of thanks for arranging for Secretary Allen's presence at the meeting.

In the evening the annual dinner was given at the Marquette Club, with Horace J. Stevens as toastmaster. The officers of the association are: President, Frank J. Russell, Marquette *Mining Journal;* vice-president, P. O'Brien, Iron River-Stambaugh *Reporter;* secretary-treasurer, Carl Mason, Gladstone *Delta.*

Chicago Franklinites Want More Members.

The February dinner and meeting of the Ben Franklin Club of Chicago — held on the evening of Thursday, February 15 — was the first under Mr. Miller's presidency, and the most successful for a year or so. Immediately after the tables were cleared George Landis Wilson, a Chicago merchant, spoke on "Efficiency — Individual and Institutional." Owing to the expansive character of his subject, the speaker said he could merely outline a skeleton, which he did with unusual excellence both as to manner and matter.

President Miller then turned the meeting over to H. L. Ruggles, who, as chairman of the membership committee, proceeded to unfold his plans for increasing the membership. At one period this club had a phenomenal growth, but for the last year or two this phase of its development has been dormant. President Miller and Mr. Ruggles want a membership of 350 in about six weeks. The plan is to divide the city into sections. Volunteers were called for to take charge of these sections as captains. In turn the captains will select assistants and thoroughly canvass their respective districts. It is proposed to hold a banquet about the middle of April, and the successful missioners will be given seats of honor and complimentary tickets to that function. The partial success of the membership committee is assured, as the club has taken down the bars and now admits supply men, who are "jiners" by nature.

Question Box

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Rebuilt Linotypes.

(1096) "Will you kindly put me in communication with a dealer in rebuilt linotypes?"

Answer.— Typesetting Machinery Company, 1241 South State street, Chicago.

Sheet Celluloid.

(1093) "Kindly give me the address of some firm in Chicago which handles sheet celluloid?"

Answer.— The Celluloid Company, 234 East Adams street; Parisian Novelty Company, Twenty-second and La Salle street, and G. Felsenthal & Company, 206 South Jefferson street.

"Nonpareil" Press.

(1112) "Kindly inform me where I can buy a 'Nonpareil' press in your city, and what it will cost."

Answer.— It is fully thirty years ago that manufacture of the "Nonpareil" press was discontinued. Possibly one may be procured from a dealer in rebuilt machinery.

"Printer's Album."

(1097) "Will you kindly furnish us with information that will enable us to communicate with the publishers of the *Printer's Album?*"

Answer.— The Challenge Machinery Company, Grand Haven, Michigan, is the publisher, and James L. Lee, the editor.

Aluminum Business-cards.

(1060) "Please give me the address of manufacturers and printers of aluminum business-cards."

Answer.—Aluminum Goods Manufacturing Company, 208 North Fifth avenue, Chicago, and John Baumgarth Company, 516 South Dearborn street, Chicago.

Stock-plates for Bank-checks, Deposit-slips, Etc.

(1109) "Please advise us where we can procure stock-plates suitable for bank-checks, deposit-slips, etc. We wish to work up some business in this line, and any information you can give us will be highly appreciated."

Answer.— Globe Engraving & Electrotype Company. 711 South Dearborn street, Chicago, and Frank McLees & Brothers, 18 Rose street, New York.

Press for Printing Wrappers.

(1107) "I enclose sample of orange wrapper, for which I am figuring on installing a plant to print. Would you kindly give address of firms making presses suitable for producing this class of work?"

Answer.— Meisel Press & Manufacturing Company, 944 Dorchester avenue, Boston, Mass.; Gibbs-Brower Company, Dover, N. H.; selling agents for the Kidder Press Company, and Henry Drouet, sales agent for the New Era Press, manufactured by the Regina Company, 217 Marbridge building, Broadway and thirty-fourth street, New York; Casimir Press, Casimir Von Philp Company, Bridgeton, N. J. These concerns manufacture presses which print direct from the roll. If you desire to print from flat sheets, write the Harris Automatic Press Company, 431 South Dearborn street, Chicago.

Inscription Greek.

(1110) "Would you please inform us of some firm setting Inscription Greek Type?"

Answer.— In Chicago the following concerns do typesetting in Inscription Greek: The Franklin Company, 524 South Dearborn street; R. R. Donnelley & Sons Company, Plymouth place, and the University of Chicago Press, Fifty-eighth street and Ellis avenue.

Parts for Seymour-Brewer Web Press.

(1113) "Will you kindly inform me if the sixteen-page Seymour-Brewer web perfecting news press is still being manufactured? If not, is there any place where one could get parts for it?"

Answer.— Parts for this machine may be purchased from the Ostrander-Seymour Company, 7 South Dearborn street, Chicago. Manufacture of the press has been discontinued.

The Half-tone Process.

(1095) "I am desiring to complete the half-tone process, and am advised to write you. Can you assist me in this line?"

Answer.—A number of books treating this subject are listed in our catalogue, copy of which has been mailed you. The process is taught in Bissell College, Effingham, Illinois, and the Teachers' College of Columbia University, New York city.

Estimating—How to Learn It.

(1094) "Please inform me whether there is any method by which I could become proficient in the work of estimating?"

Answer.— See page 747, of the February number of THE INLAND PRINTER. The correspondence course in estimating referred to by Mr. Porte is conducted by the University of Wisconsin in cooperation with the Ben Franklin Club of Milwaukee.

Cost System for Small Office.

(1108) "Will you kindly tell me where I can find out about a cost system suitable for a small office of a Universal and couple of jobbers, and what would be the probable cost of installing such a system?"

Answer.— We have forwarded a set of blanks of the Standard Cost-finding System. For full instructions on these write Henry Allen, Secretary of the Ben Franklin Club, Monadnock building, Chicago, or J. A. Morgan, chair-

man of the Cost Committee of the United Typothetæ of America, 115 East South Water street, Chicago. Both of these gentlemen will be pleased to assist you in every way possible to install a system in your office. R. T. Porte, editor of our Cost and Method department, is the author of a book entitled "A Practical Cost System for Small Printing Offices." This undoubtedly would be of great assistance to you in establishing a cost system. It is for sale by The Inland Printer Company; price, $2.

Miller Looping and Tying Machine.

(1114) "Kindly give us what information you have concerning the Miller looping and tying machine — whether it compares with the machine put out by the Joseph E. Smith Company."

Answer.—According to our information this machine is manufactured by Ward & McLean, Lockport, New York, but we know nothing of its comparative merits. Some of our readers may be able to advise you.

Advertising Record Book for Foremen.

(1032) "Will you kindly advise us if your company publishes a book for the use of a foreman of a composing-room, in a newspaper office, which keeps a record of the advertisements which he must handle each day in making up the paper?"

Answer.— We do not believe there is such a book on the market. The book listed in our catalogue as "Perfection Advertising Records" is for the use of the business departments of newspapers and other publications.

List of Photengravers.

(1099) "Will you kindly let me know where I can get a list of the photoengraving companies of the United States and Canada?"

Answer.— The Typo Mercantile Agency, 160 Broadway, New York; Boyd's City Dispatch, 19-21 Beekman street, New York, and the addressing companies in large cities. It is our information that the Chicago Addressing Company, 525 South Dearborn street, Chicago, made such a list for the Photoengravers' Association a year or two ago.

The Typograph Machine.

(1101) "I am trying to get in communication with the manufacturers of the American Typograph machine, or the selling agents. I desire to get their literature in order that I may inform myself as to that machine, and would thank you to furnish me with the information or such facts as would enable me to secure it."

Answer.— The Typograph, formerly made in England, is now manufactured by the American Typograph Company, Detroit, Michigan.

Lodge Seals and Dies.

(1076) "We have just been looking through the current issue of your valuable journal for the advertisement of a concern manufacturing lodge seals and dies, but do not find just what we want. We understand that the S. D. Childs Company and the Green-Duck Company, both of Chicago, manufacture these goods, but would be pleased to learn of others."

Answer.— C. H. Hanson & Co., 178 North Clark street, and Meyer & Wenthe, 31 North Dearborn street, both of Chicago.

Playing Cards.

(1105) "I want some jobwork done that the firms here can not do. I want a card game printed with figures on one side and fancy back, with round corners. Can you give me the addresses of concerns that do this kind of work?"

Answer.—American Bank Note Company, 70 Broad street, New York city; American Playing Card Company, 204 Dearborn street, Chicago; New York Consolidated Card Company, 209 State street, Chicago; Standard Playing Card Company, 345 West Michigan street, Chicago; United States Printing Company, Cincinnati, Ohio.

Dross-melting Furnaces.

(1082) "Can you give us the address of a firm that manufactures a metal furnace for the melting of dross only? The one we have in mind was formerly manufactured in Pueblo, Colorado."

Answer.—Allis-Chalmers Company, Chicago, Ill.; the Monarch Engineering & Manufacturing Company, Baltimore, Md.; Westmacott Gas Furnace Company, Providence, R. I. The Colorado Iron Works, Denver, Colo., make blast furnaces of all kinds and, possibly, make dross-melting furnaces to order.

"How Do You Handle Your Stock?"

(1106) "Some time since I noticed an article in your journal concerning inventory-index cards, and laid the journal aside for future reference with the purpose of taking up the matter at some future time to put the index into effect, as I believe it is a better system than the book-keeping system I have in use at the present time. As I allow my men access to the PRINTER, I judge that it has been lost or misplaced in that way. Can you tell me in which issue the article appeared?"

Answer.— The article will be found in the October (1911) issue, under the above heading.

Collapsible Metal Tubes.

(1070) "Will you kindly inform me where I can get collapsible metal tubes?"

Answer.— These tubes, either plain or decorated, may be purchased in Chicago from the Devoe & Raynolds Company, 171 West Randolph street, or from the makers. The following are manufacturers: New England Collapsible Tube Company, New London, Conn.; Consolidated Fruit Jar Company, 290 Broadway, New York; Standard Specialty & Tube Company, New Brighton, Penn.; Hero Manufacturing Company, Gaul and Adams street, Philadelphia, Penn.; A. H. Werz, Philadelphia, Penn.

"Printing Circular."

(1104) "Please name us the publisher of *Printing Circular.*"

Answer.—We do not know of such a title for a printing-trades journal. The *Printers' Circular* ceased publication many years ago. It was published at Philadelphia. Other printers' journals, the names of which include the word "Circular," are the *Typographical Circular,* official organ of the Typographical Association of England, published at Manchester, and the *Members' Circular,* issued monthly by the Federation of Master Printers of the Allied Trades of the United Kingdom of Great Britain and Ireland, and published by the Dryden Press, 8-9 Frith street, London.

Formula for Hektograph Composition.

(1117) "Can you give me or tell me where I can get the formula for making the puttylike filling for duplicating pans in connection with which hektograph or copying-ink and ribbon are used?"

Answer.— Commercial gelatin, 100 parts; water, 375 parts; glycerin, 375 parts; kaolin, 50 parts. Soften the gelatin by immersing in cold water. When the gelatin will bend without cracking, strain off the water and place in a

hot-water bath. Add the water and glycerin, and when melted stir in the kaolin. Pour into the pan, which should be level, and allow to cool. In warm weather use less water and glycerin. A few drops of oil of cloves will prevent decomposition. Here is another formula: Glue, 3 ounces; glycerin, 15 ounces; kaolin, ¾ ounce; water, 11¾ ounces. In warm weather use but 10 ounces of glycerin. Prepare in the same manner as the first.

Advertising Display.

(1092) "Kindly give me the name of a book that would be of greatest benefit in the study of advertising display."

Answer.— "The Typography of Advertisements," by F. J. Trezise, chief instructor of the I. T. U. Course, is the only work, of which we have knowledge, devoted exclusively to the subject of typography in advertising display. Sold by The Inland Printer Company. Price, $2. The general subject of advertising is treated in the following books listed in our catalogue: "The Art and Science of Advertising," by George French; "Practical Publicity," by Truman A. DeWeese; "The Psychology of Advertising," by Walter Dill Scott; "Secrets of the Mail Order Trade," by George F. Terry; "Successful Advertising — How to Accomplish It," by J. Angus McDonald, and "The Theory of Advertising," by Walter Dill Scott.

Tipping Waste Papers and Inserts.

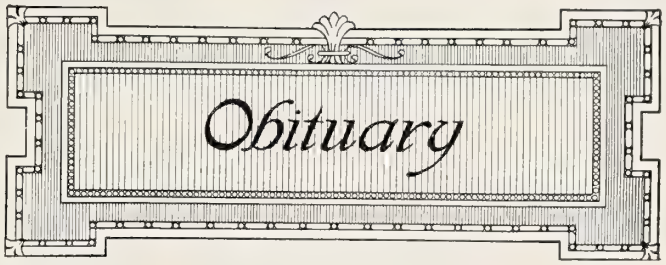
(1115) "We are anxious to learn if there is on the market a machine for tipping waste papers and inserts in edition-bound books. We have several hundred thousand such tips to make each year, and would like to find a machine that can do it."

Answer.— The "Brehmer" end-sheet pasting machine will paste either inserts, maps or end-sheets on folded book sections. The speed is from 1,800 to 2,700 an hour. This is a German machine, the Charles Beck Company, 609 Chestnut street, Philadelphia, Pennsylvania, being the agent for this country. The "Lewis" end-papering machine, sold by the E. C. Fuller Company, 28 Reade street, New York, takes paper from rolls, puts one fold in the center and cuts to the desired length, then pastes them to the sections. It can also be hand-fed with folded sheets. The speed is about 3,500 an hour. This machine tips on the front and back in one operation.

Book on Color Combinations.

(1040) "Please send your catalogue of books. Am interested as a buyer of printing, lithographing and engraving. I need something very practical to assist in determining upon effective color combinations and contrasts for street-car cards and bill posters. Would be glad to have you recommend the best and most up-to-date works."

Answer.— "Very practical" probably means a color-chart or book showing a varied assortment of color combinations on various colored stock. Earhart's "Color Printer" comes the nearest to this requirement — but that work is now out of print. The Inland Printer Company sells a chart diagram with colored slips and directions for attaching to the diagram, which is very practical — price, $1. The latest work on color, and one which has received the endorsement of eminent authorities, is "Color and Its Application to Printing," by E. C. Andrews. This is not a ready-reference work, but a very careful and practical analysis of the subject. Price, $2. Other works are "Design and Color in Printing," by F. J. Trezise, price $1, and "Sandford's Hexagonal Color Guide," price 75 cents. All these works are for sale by The Inland Printer Company.



Thomas W. Ripley.

Thomas W. Ripley, identified with the printing business in Boston, Massachusetts, for more than sixty years, died recently while in North Carolina, at the age of eighty years.

Born in Boston, Mr. Ripley began his apprenticeship in the job-office of the Boston *Transcript*. Two of his fellow apprentices were Henry C. and John D. Whitcomb, brothers, both of whom are still in business, the first as a master electrotyper, and the second as superintendent of the *Transcript* composing-room. About the time he reached his majority, Mr. Ripley set up a job-printing business of his own. It grew rapidly, and at the time of the great Boston fire, in 1872, he was one of Boston's leading printers. The fire completely destroyed his plant, however, and not a cent of insurance was ever collected. Two days after the place was wiped out, Mr. Ripley mortgaged all of his real estate at Melrose Highlands, the suburb in which he resided, and bought a complete new stock of type and presses. With courage he set about to rebuild his business, and in a few years had one of the finest printing plants in the city. Eight years ago he sold out his interest to the Southgate Press, and since that time had taken life easy.

The Boston *Globe* states that "No Boston printer ever stood higher in the business community than did Mr. Ripley. At the time of the great fire he was offered practically unlimited credit by prosperous business men with whom he had business relations, but he preferred to avoid placing himself under unnecessary obligations."

Albert F. Rowley.

Readers of THE INLAND PRINTER will regret to learn of the death, in January, of Albert F. Rowley, artist and naturalist. Mr. Rowley was born at Rochelle, Illinois, in 1864, but had made his home in DeKalb, Illinois, for the past sixteen years, having established an art gallery at that place, which is said to be one of the most perfectly equipped in the country. A number of Mr. Rowley's art studies have been reproduced in THE INLAND PRINTER, and brought forth high praise for the artist. The DeKalb *Review*, in recording Mr. Rowley's death, shows two of these pictures, and, among other things, says of the deceased:

> Although still in the prime of life, his versatility had won him more than ordinary fame. His art studies in technical journals, where he was in competition with the artists of two continents, gave him recognition from the Atlantic to the Pacific, and many a compliment came from a foreign critic. His name became a household word in nearly every printing-office of the whole nation. This would have satisfied the ordinary art ambition, but it was only a step in Mr. Rowley's life-work. He then took up a line of development in the historical field, and in this samples of his efforts found sale in European markets. Mr. Rowley's hand has touched thousands of historical portraits and scenes that will be enjoyed long after the friends who now mourn his personal loss will have joined him in another world.

Mr. Rowley is survived by his mother, who still lives at the old homestead in Stewart, Illinois; by his wife, who by temperament and training was his natural helpmate in all of his accomplishments, and by a brother — C. C. Rowley, of Stewart.

Trade Notes

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Buys Interest in McMillan Printing Company.

S. P. C. Clark, who has been covering eastern Michigan for some years past in the interest of the Detroit branch of the American Type Founders Company, has purchased a half interest in the J. S. McMillan Printing Company, 97 West Fort street, Detroit, Michigan. Mr. Clark assumed the active management of the business on February 28.

Enterprise at Fort Wayne.

Fort Wayne, Indiana, is the fortunate possessor of one of America's most enterprising and substantial printing concerns. The Fort Wayne Printing Company, the name of the concern referred to, recently conducted a business show in celebration of the opening of its handsome new quarters. In addition to specimens of fine printing, all of the latest business appliances and devices were demonstrated, the display being made in the company's new building. Many visitors were in attendance.



From Melbourne, Australia.

The Fort Wayne Printing Company is a consolidation of the Fort Wayne Paper & Blank Book Company and the Fort Wayne Lithographing Company, the consolidation having taken place in 1907. John Wilding, who began his career as a "printer's devil," is the general manager of this enterprising concern, and is credited with having been largely instrumental in its remarkable success.

According to the Fort Wayne *Journal-Gazette* "the interest taken in the present exhibition has made it evident that a show of this kind will be an annual event."

F. D. Maxwell Joins Leeds & Biddle Company.

It is announced that Francis D. Maxwell, formerly treasurer and general manager of the American Printing House, of Philadelphia, has associated himself as manager with the Leeds & Biddle Company, "Makers of the better kind of printing" of that city. Under Mr. Maxwell's management, the American Printing House had established an enviable reputation for the beauty and excellence of the bronzed and embossed work it turned out, and the Leeds & Biddle Company is to be congratulated on securing his services.

Big Ink-house Moves to Larger Quarters.

Steadily increasing business for the St. Louis branch of the Jaenecke Printing Ink Company has made necessary a removal to large quarters in order that more adequate facilities will be had for handling the business. The new home is at Seventh and Elm streets, and is equipped in every way to cater to every requirement of the trade.

Proofreader an Alleged Forger.

On February 2 Harvey H. Burt was arrested by a Pinkerton detective in New York. Burt was wanted in St. Louis, where he is alleged to have forged three checks drawn on the St. Louis Law Printing Company, which employed him as a proofreader. Burt is said to be known to the police under several aliases.

Another Probe at the Canadian Printing Bureau.

The Canadian Public Service Commission is investigating the Government Printing Bureau. Two years ago the Laurier administration applied the probe, which disclosed irregularities. One man committed suicide and several were dismissed. Among them was the head of the lithographic department — R. E. Cook — out of whose demand for reinstatement the present investigation originated.

Denies Injunction Against Typographical Union.

Some time ago the Rinaldi Printing Company, of Tampa, Florida, severed relations with the local typographical union. After a lapse of several months the company applied to Judge Robies, of the circuit court, for an injunction, alleging that the company's employees were being hampered and harassed by pickets. The judge said the company had failed to prove that the interference was of such a character as to make it an infringement of the law and refused to issue a restraining order.

Speed on Presses Ordered Reduced.

On account of excessive vibration, which is endangering the Century building at Indianapolis, the printing concerns located therein have been ordered by the city building inspector to reduce the speed on all of their presses to 1,600 impressions an hour. It is stated that some of the smaller presses have been making as high as 2,290 impressions.

City Held Liable for Fire.

A verdict for $30,781 was recently returned in the common pleas court of Philadelphia, in favor of Charles Eneu Johnson & Co., the well-known ink manufacturers, who had brought suit against the city for damages resulting from fire originating in the street. It was shown by the complainants that a dumping-ground caught fire and spread to the ink plant, causing the loss.

Opposes Reduction of Advertising Rates.

At its meeting in Hackensack, on January 28, the Union Printers' League of New Jersey went on record as opposing the lawyers' legal-rate bill pending in the legislature of that State. The purpose of the measure is to reduce the legal rate of advertising. A committee was appointed to appear before the Judiciary Committee and make protest against the enactment of the bill into law.

Duroc Company Suffers Big Fire Loss.

The $25,000 plant of the Duroc Printing Company, at Peoria, Illinois, is a total wreck as the result of fire which is said to have originated in the basement of the company's building, on January 25. The typesetting machines directly over the fire in the basement crashed through the floor, several firemen having narrow escapes when the machines went down. The Brown Printing Company immediately tendered the use of its plant to Manager Jacobs of the Duroc Company, which tender was thankfully accepted, and for the time being the Duroc Company will make its headquarters at the Brown establishment. Plans for rebuilding were at once begun.

Wants Railroads to Establish Printeries.

L. C. Fritch, chief engineer of the Chicago Great Western Railroad, in a recent communication to the *Railway Age Gazette*, urges that railroads establish their own printing-offices, in the interest of economy. He says that during the year 1909 the railways of the country spent $16,500,000 for stationery and printing, and that a single system in one year expended $2,300,000 on this account, which, he declares, was $500,000 in excess of its appropriation for steel rails. Mr. Fitch further complains that " The requirements imposed upon railways by commissions of various kinds, by rules or laws regulating the operation of carriers, are annually costing the railways millions of dollars, much of which is absolute waste which the carriers are absolutely powerless to control."

The Power-press Question at Washington.

Developments in the struggle at Washington, D. C., precipitated by the efforts of Director Ralph, of the Bureau of Engraving, to install power presses for the printing of the Government's paper money, have reached an interesting stage. At a recent hearing before the Senate Committee on Printing, Director Ralph produced a sheet of one-dollar bills, five of which had been printed on power presses and the other five on hand presses. William McKinney, chief of the printing division of the Bureau, was placed on the witness stand, and, on being examined, stated he could not find any difference between the hand-printed and power-printed bills. Other employees of the Bureau gave similar testimony. The attorney for the plate printers' union, which organization is opposing the introduction of power presses on the ground that inferior work is done on them, charged that the five bills shown were carefully selected from a lot of forty, and made a demand that the other thirty-five be produced. Director Ralph resisted this attempt on the ground that the bills were the first of the kind ever made on power presses, and that it would not be fair to show them. The committee sustained the director, refusing to direct him to produce the bills.

James A. Wood Now with the Miehle Company.

After twenty-five years of service as salesman with the Barnhart Brothers & Spindler Type Foundry, Mr. James A. Wood has severed his connection with that firm to join the sales force of the Miehle Printing Press Company, of



JAMES A. WOOD.

Chicago. Mr. Wood was born in Toronto, Canada, and educated in Cincinnati, Ohio, where he entered the service of Allison Smith & Johnson, typefounders, as salesman, in 1877. Mr. Wood is widely known as one of the most progressive salesmen in the printing field to-day, and the Miehle Printing Press Company is to be congratulated on securing the services of such a competent and popular salesman.

Investigating "Patent Inside" Concerns.

A dispatch from Washington early in February stated that the Department of Justice was conducting an investigation of the American Press Association of New York and the Western Newspaper Union of Omaha, ready-print and news-plate houses, in order to determine whether the Sherman anti-trust law was being violated in connection with the sale of stereotype plates and matrices supplied to newspapers throughout the country. The department is also investigating the methods of the National Association of Bill Posters.

Wisconsin University Adds Printing Course.

To the School of Journalism at the University of Wisconsin, according to recent announcement, will be added a course in the technic of printing and publishing, particularly for the benefit of students in the technical departments who desire to become contributors to scientific, technical and trade journals. The course will include a study of type, engraving processes, make-up of reading-matter and advertising, the preparation of copy, correction of proof, with practice work in each of these subjects. An inspection trip during Easter vacation to the printing and engraving plants of Chicago and Milwaukee will be given the students in the course, to familiarize them with the methods used in large publishing plants.

The Amsterdam Printing Exhibit.

The exhibit of printing arranged and held recently by the Study Club of Amsterdam, a society for the development of the graphic arts, was most successful. In three days the exhibit was visited by more than seven hundred persons, and much interest was manifested in the work. A considerable number of specimens were from America, and we show herewith a reproduction of the section of American work, together with a view of the room in which it was exhibited.



George E. Wray Resigns.

George E. Wray, who has been active in employers' organization movements for a number of years, more recently with the Ben Franklin Club of Chicago, has tendered his resignation as secretary of that body, to take effect not later than the end of March. Mr. Wray, who has the Englishman's passion for "a bit of land to worry about," will likely go to his farm in Virginia. At least he says he has no prospects further than he had last fall, when he decided to return to the joys of rural life in the glad springtime of 1912. Mr. Wray formerly was editor of the *Master Printer*, and, since taking up his residence in Chicago, has been editing the *Ben Franklin Monthly*.

Private Marking for Linotype Slugs.

Since the introduction of typesetting machines, linotype houses have suffered considerably from loss of metal through theft and error in shipment. The Machine Composition Club of Chicago has adopted a scheme for the private marking of slugs by having the em-quad matrices impressed with a steel punch having the initials or other mark of each concern holding membership in the organization. Through this means every line in which em-quad matrices are used will show the private mark of some linotype house.

Since the introduction of this method, E. M. Keating, instructor in The Inland Printer's Linotype School, has suggested what is probably the most satisfactory scheme for private marking. He would have the mold caps, between the rib grooves, etched with initials, or other identification-marks, so that every line, and not merely the lines with quads, would show from what house it came. At the same time this would make unnecessary the big job of stamping every quad as it comes from the factory, saving labor and expense, and insuring more desirable results in the tracing of stolen metal, or in finding its owner when a misshipment is made.

Rafter Joins Staff of Efficiency Experts.

Joseph J. Rafter, one of the best-known printers in the country and former estimate editor of The Inland Printer, announces his connection with the staff of Lee Crittenden and Edward Hulse, Incorporated. This staff of efficiency experts, mechanical engineers and printing counsellors makes a specialty of advice, plans and specifications by which the output in printing and lithographing houses may be raised and the costs cut.

Printers' Union Joins Commerce Club.

According to the *News-Press*, of St. Joseph, Missouri, the typographical union of that city has voted to take out two memberships in the local Commerce Club. Two members have been elected to hold the memberships and represent the union at the meetings of the club. "Now that the printers have set a good example," says the *News-Press*, "locals of other unions are expected to rush into line without much delay."



He Earns His Salary.

At a reception given recently by Mr. and Mrs. E. D. Lloyd to the employees of the Maqua Printing Company, Schenectady, New York, W. Maxon read "Soliloquies of the Devil," from The Inland Printer, and C. E. Benham brought out in verse the fact that Mr. Lloyd, who is foreman of the composing-room, has one or two little things to do in addition to drawing his salary. "Ask Mr. Lloyd" is the title of the poem presented, and the first two stanzas, which follow, relate only a part of this foreman's duties:

When we have our little troubles,
And our big ones, sometimes, too —
When instruction sheets are muddled
So we don't know what to do —
There's a sort of little saying
That is usually employed
In all cases herein noted,
And it goes: "Ask Mr. Lloyd!"

When you can not find a galley
Or a slide to put one in,
When the lead and slug rack's empty
And the rule case getting thin —
There's no need for you to worry;
All that trouble you'll avoid
If you'll shift it off your shoulders
Onto those of Mr. Lloyd.

Business Notices

This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

A NEW ULLMAN BOOKLET.

" The Sullmanco Way " is the title of a neat, bright and snappy ink booklet just brought out by the Sigmund Ullman Company, of New York, Chicago, Philadelphia, Cleveland and Cincinnati. The object of this book is summed up in the foreword — " To make it easier for you to buy ink, to make it easier for us to sell you, to cut down selling expenses, and give you the benefit in the best value for your money — that's the ' Sullmanco Way.' "

What the Sigmund Ullman Company has, in fact, accomplished is a method, most appropriately called the " Sullmanco Way," enabling the printer to get almost any effect with a very limited series of colors. Splendidly illustrated and embellished by the use of type, half-tones and ad.-cuts in the various colors and in numerous combinations, the practicability of the system is amply demonstrated.

ECONOMY IN HANDLING STOCK.

The quantity and quality of the output of a producing establishment are determined more by the efficiency of its machinery than by the amount of it. The elimination of one operation is frequently justification for sending otherwise fine machinery to the junk-pile. In a printery of any



Fig. 1.

size the handling of stock is an important matter. The old-fashioned method was very expensive and involved many handlings, with consequent heavy spoilage.

A few years ago a number of trucks were needed in an office having ten or fifteen cylinder presses. Now but one truck is required for one hundred and fifty platforms. The change has passed the experimental stage, as the Miller Incline Truck has been on the market for three years. It has earned hearty endorsement from some of the most progressive printers in the country.

The distinctive feature of the Miller Incline Truck is that it lifts and carries by applying the wedge principle (see Fig. 1). When operated by a screw, the weight-lifting capacity of the wedge is practically unlimited.

Used in conjunction with platforms, tables or bins resting on legs, there is a great saving in handling and the



Fig. 2.

amount of equipment required. One Miller Incline Truck will take care of one hundred and fifty platforms, and, obviously, that is much cheaper than an equal number of trucks. When platforms with detachable legs are not desired, stationary pipe-legs may be used (see Fig. 2). As the illustration shows, the truck can be placed under the load from either side when this style of platform is used. This truck is also made with a lever attachment (see Figs. 3 and 4). These require more floor and aisle space than screw-equipped trucks, and are lacking in lifting power, but they can be operated more quickly, so in some cases the lever-operated truck is a good buy. The material used in construction is of the most durable kind, as it is

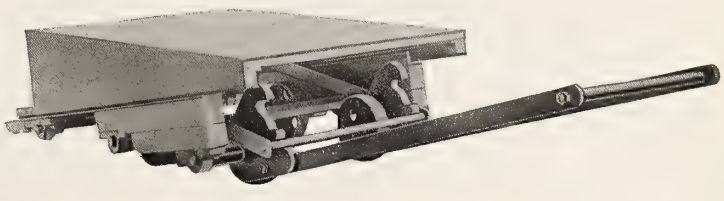


Fig. 3.

made to carry up to two and one-half tons and is unbreakable (see Figs. 4 and 5). The body is not cast iron, but is made of good, hard 3-inch ash and oak, well fitted and screwed together, with the corners protected by angle iron.

The quality of the truck is reflected in the quality of the houses that have bought it and are using it. These number

in the hundreds and among them are such fine concerns as the following: American Lithographic Company, the Forbes Lithographic Company, the Butterick Company, the Scribner Press, the De Vinne Press, the Ketterlinus Lithographic Company, Sackett & Wilhelms, Dill & Collins, the Hampshire Paper Company, the American Writing Paper Company, the Chicago *Examiner*, the San Francisco *Examiner*, the R. R. Donnelley & Sons Company, the Stecher Lithographing Company, the United States Printing Company, the American Type Founders Company, the Canadian Government, the American Bank Note Company, the Prudential Life Insurance Company, the Methodist Book Concern, Doubleday, Page & Co., and the Bureau of Printing, Manila, P. I.

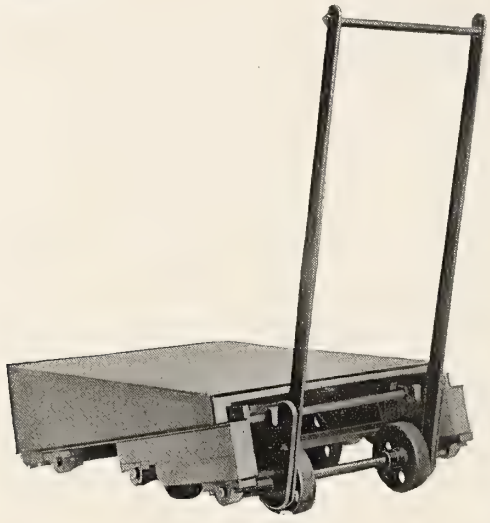


Fig. 4.

A book of testimonials might be compiled, and the company will be glad to furnish them to prospective buyers, but we will be content with reproducing one. It is from the well-known house of J. J. Little & Ives, of New York, and is as follows:

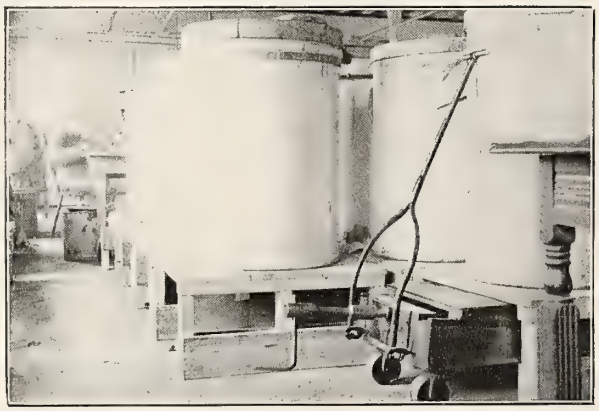


Fig. 5.

"In response to your [the Miller Incline Truck Company] inquiry, would say that we are using your incline trucks throughout our plant, and are glad to give our opinion concerning it as an aid in the manufacture of books.

"From paper-stock received from the mill, to the completed book, we find that we can handle our work with greater flexibility and more uniformity and compactness.

"It has a great advantage over the old method, because of the fact that an unlimited number of platforms can be used, and, when not needed, ten or more can be stacked in a floor-space now occupied by one old-style truck.

"There is also, no doubt, a great saving in spoilage, as compared to the usual method of rehandling sheet stock. We find also that special receptacles constructed to hold maps, plates and other inserts, used in the bindery, can be placed upon the platforms, and easily conveyed from one

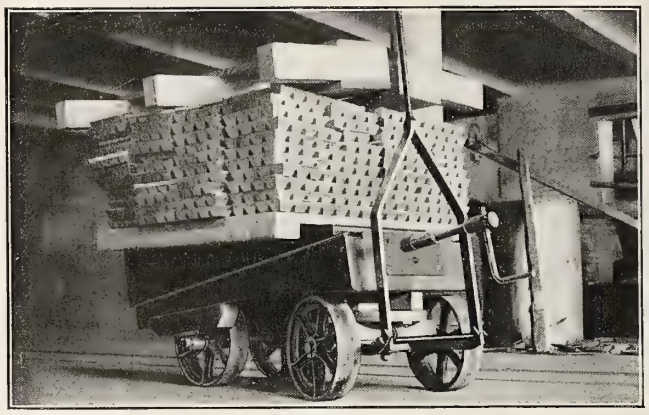


Fig. 6.

location to another, when required. It is in fact in line with the modern methods in manufacturing economies, now being so generally adopted by progressive manufacturers." The Miller Incline Truck Company fully protects buyers of its trucks, as the company's patents cover both screw and lever attachments, and the Industrial Surety Company will prosecute all those who infringe on the truck company's rights.

CLEARWATER BOOK.

The Union Card & Paper Company is distributing to the trade portfolio samples of Clearwater Book Antique Finish, made in Holyoke by the American Writing Paper Company. Clearwater Book has the proportionate blending of spun and unspun fibers to produce a bulky yet well-knit sheet of book-paper. The color is distinctive, pleasing and easy to the eye, and it does not have the hard, uncompromising character of the cheap woody papers. Designed for "style" paper, yet at a moderate price, Clearwater Book provides a medium for the advertiser and publisher that is at once adequate and conservative.

A HANDY ADVERTISING RULER.

The Western States Envelope Company, Milwaukee, Wisconsin, is sending out a very neat looking ruler made of wood veneer with brass edges. Besides the inch scale and advertisement, the ruler has a number of tables showing various sizes of envelopes and the stock they cut from to advantage. The following valuable item is from the company's catalogue and price-list No. 4:

"To figure the paper in an open-end, center-seam envelope, double the width and add a full ½ inch, which gives you one dimension. To secure the other dimension, add the length of the envelope to the length of the flap, plus 1 inch, which gives you the other dimension. For instance, suppose this envelope to be 9 by 12 inches with a 2-inch flap. Doubling the width, 9 inches, and adding one-half inch, equals 18½ inches. Adding the length of the flap, 2 inches, to the length of the envelope, 12 inches, plus 1 inch, equals 15 inches. The paper necessary to make this envelope is 15 by 18½ inches. Almost all center-seam, open-end envelopes are figured in this manner."

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLVIII. MARCH, 1912. No. 6

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.— To Canada, postage prepaid, three dollars and sixty cents; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

W. H. BEERS, 40 St. John street, London, E. C., England.
JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER CO., Chicago.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

FOR SALE — Splendid printing plant, 3 cylinders, 4 jobbers, invoice $20,000, less than five years old, in one of the best cities of 80,000 in the Middle West; doing business $30,000 per annum; owner wishes to give entire time to publishing business, and would give contract to buyer for $12,000 to $15,000 per annum; part of purchase could be paid in printing; will bear rigid investigation — a fine opportunity for a live man with cash, hustle and ambition. C 703.

SEATTLE, WASHINGTON — Complete printing, bookbinding, loose-leaf manufacturing plant; well-established trade throughout entire Northwest, with county, banks, largest corporations, as customers; showing a splendid net profit each month; controlling interest this plant for sale; only reason for selling on account of poor health. Address LEWIS SEARS, Seattle.

WANTED — An energetic, up-to-date compositor or pressman to take one-third ownership share in well-established and well-equipped Los Angeles (Cal.) printing-office that has proved very profitable to present owner, who wishes to retire, having gained a competency in it within five years; good income guaranteed to able, industrious man; $1,300 required; closest investigation courted. C 681.

TWO PUBLICATIONS — one a monthly, other weekly — both devoted to outdoor sports; also 12 cloth-bound books along similar lines; business shows better than 12 per cent net profit for past 5 years, the year of 1911 showing greatest profit; thorough investigation if you mean business; half interest for $35,000. C 716.

FOR SALE — Complete plant for the manufacture of printers' rollers; owing to discontinuance of that part of our business we will offer the plant at a low price to effect sale; complete inventory, with prices, will be supplied upon request. BARNHART BROTHERS & SPINDLER, Washington, D. C.

FOR SALE — Good, paying newspaper in paradise spot of southeastern Wisconsin; good farms, lakes, high school, etc.; property has office building and a dwelling; will sell whole or newspaper alone, as party may desire; perhaps one chance in a lifetime; answer at once. C 674.

TO PUBLISHERS — Five A-1 operators, owning five up-to-date machines, wish some place to locate — anywhere in U. S.— preferably the Northwest; can set your type cheaper on contract than you can own machines; save you much worry and trouble; let us convince you. C 698.

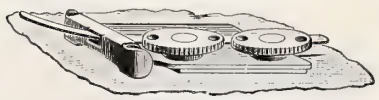
Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

"$250 IN INCREASED BUSINESS so far, thanks to your idea!" writes a Missouri printer. I can increase any printer's income similarly, but I am interested only in good printers. Write me on your letter-head. HOWARD O'BRIEN, 907 Rector bldg., Chicago.

WE WANT good newspaper men to send to live western Canadian towns, where the merchants are anxious to have a paper and good advertising patronage guaranteed. For full particulars, write to MILLER & RICHARD, 123 Princess st., Winnipeg.

FOR SALE — Well-equipped printing plant with good established business at Shelby, Richland Co., Ohio; must be sold soon by reason of death of one of the managers; call on or address C. J. ANDERSON, Shelby, Ohio.

FOR SALE — Half interest in linotype plant of 3 machines; fine equipment and a money-maker; located in best city in United States of its size; best of reasons for selling. C 706.

FOR SALE — On account of death of owner, printing plant in Chicago; will sacrifice for quick sale. MRS. McKINNEY, 3639 McLean av., Chicago.

FOR SALE — Modern book, job and railroad-ticket printing plant in a large eastern city; plenty of work; must sell quickly. C 689.

Publishing.

HIGH-GRADE technical monthly in building field can be bought for $15,000. HARRIS-DIBBLE COMPANY, Masonic bldg., New York city.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, $1; all material costs at any drug store, about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

FOR SALE.

FOR SALE — 50 cents on the dollar; 1 42-inch Fuller feeder for ruling machine; 1 rotary board cutter; also some bargains in multiplex punches, perforators, wire-stitchers, etc.; answer quick. RAYFIELD-DAHLY COMPANY, 720-722 S. Clark st., Chicago; phone, Harrison 7119.

FOR SALE — One convertible monotype sorts caster, as good as new, including extra molds for 6, 8, 10, 12 point and full set display matrix molds and some matrices; only reason for selling, want to install a Thompson typecaster; will accept 50 per cent of inventory cost for quick action. C 720.

FOR SALE — A practically new folder, used only about 16 weeks, in perfect condition, at a bargain price; well adapted for newspaper, magazine and job work. For further particulars, address BERNARD MOSCHNER, Clyde, Mo.

FOR SALE at a bargain: 1 35 by 47 4-roller 2-revolution Whitlock cylinder; 1 41 by 52 Premier Whitlock cylinder; presses now running in good condition. KNOXVILLE PRINTING & BOX CO., Knoxville, Tenn.

FOR SALE — Two No. 3 and one No. 5 linotype machines, thoroughly overhauled; cheap for cash, or very liberal terms if desired. E. GREENBAUM, 157 William st., New York. Tel., Beekman 5430.

FOR SALE — Campbell 2-revolution job and book press, bed 33½ by 41; cylinder trip, table and screw distribution, front delivery, four rollers; in best condition; price, $700; Address C. W. ADAMS, Vincennes, Ind.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M-3204; both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S., Canada.

MODEL 2 LINOTYPE FOR SALE — Complete, with two magazines, containing 10 and 11 point matrices. WALKER, EVANS & COGGSWELL, 5 Broad st., Charleston, N. C.

FOR SALE — New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12 point matrices, Rogers tabular attachment. C 638.

LINOTYPES FOR SALE — Three Model 1 Linotypes. Address RICHMOND PRESS, INC., Governor and Ross sts., Richmond, Va.

FOR SALE — At a bargain, cash or time, complete three-press job plant; business established; other interests demand our entire attention. BATTLE CREEK SALES BOOK COMPANY, Battle Creek, Mich.

LINOTYPES FOR SALE — One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra assortment of two-letter matrices. FRANKLIN PRINTING CO., 430 West Main st., Louisville, Ky.

FOR SALE — Several Nos. 9K and 10K Cottrell two-revolution flat-bed presses, complete with Fuller automatic feeders; can be seen in operation in New York city. C 380.

HELP WANTED.

Artists.

WANTED — A first-class designer, by a well-established engraving house in the Middle West; state experience. C 679.

Compositors.

WANTED — Job compositor — man of originality and taste; to the right man will pay the right price; eight-hour office; submit samples of work and state salary wanted; resort climate. C 699.

WANTED — Four first-class printers; steady work; union. FT. WAYNE PRTG. CO., Ft. Wayne, Ind.

Engravers.

WANTED — A live, practical photoengraver; an up-to-date, excellently equipped plant, in a middle western city of 70,000 wants a hustler as foreman for its engraving department; one who can handle men and produce results can earn $35 a week and a steady job. Address C 675.

SEVERAL young retouchers and designers, half-tone finishers, proofers, printers and zinc etchers for northwestern concern; good opportunity to work into colorwork for finishers and proofers; give all particulars in first letter. C 713.

Estimators.

WANTED — Young man for estimating in large folding paper-box factory within 100 miles of Chicago; should be familiar with colorwork and able to handle correspondence. C 721.

Foremen.

PRINTING MANAGER WANTED — The controlling interest in a large, dividend-paying corporation, located in the East, enjoying a national reputation for superior product in fine commercial advertising, catalogue and color printing, seeks a man of large and proven ability, practical in all departments, familiar with estimating, advanced cost system, and with artistic instinct or training, a good correspondent, temperate, moral and of high integrity; in fact, only a successful, practical man will be considered for this position; full particulars of past record must accompany application, which will be treated in strict confidence; an interview will be arranged for after careful consideration; an opportunity to secure a large interest in this corporation may be arranged if successful and mutually satisfactory. C 694.

AN INCORPORATED printing company in central New York wants the services of a superintendent competent in handling fine catalogue and book work. The present business demands an increase in equipment, and a man willing to invest is preferred. An opportunity for a live wire to hitch up to a thriving, hustling business. C 687.

SUPERINTENDENT — Medium-sized printing plant, well located, doing considerable catalogue work; initial salary, $35 weekly; advancement; give full information in first letter. WESTERN REFERENCE & BOND ASSN., 605 Scarritt bldg., Kansas City, Mo.

WANTED — Composing-room foreman — man with all-around experience that can O. K. proofs and take charge — not necessarily an artist, but man of executive ability, who can handle men and the front end in absence of the proprietor; work is largely special ruling and tariff work; best-equipped plant in the West, close to Indianapolis; salary to suit the man if he can deliver. BOX 580, Lebanon, Ind.

WANTED — Working foreman composing-room in a union shop, running cylinder and six jobbers, in a southern city, who would like to take an interest in a well-established and money-making printing-office; references required and steady work for the right man. C 621.

WANTED — Assistant superintendent for large printing plant and bindery in western Canada. Must be thoroughly capable of handling foremen in all departments and all classes of work. Also honest, temperate and a hustler. Address, stating salary and experience, C 599.

WANTED — Experienced foreman to read proof, paste dummy, boss four printers; must have education and ginger; $30 a week; old, established weekly, nearly 100,000 circulation. C 692.

Layout Man.

LAYOUT MAN WANTED — We want man who can make layouts and dummies for booklets, folders, newspaper and magazine advertisements, selecting the type, colors, paper, bindings, etc., for his idea, in coöperation with our copy staff; if he is capable of handling retouching, lettering, etc., he will be more valuable than otherwise; in answering this advertisement, please forward samples of work that you have done, together with a statement of your present employment, references and how much salary you want for work similar to that described above. C 619.

Pressmen.

WANTED — Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

PRESSMAN — Cylinder; good, all-around man, on black and color; must be steady and reliable. C 710.

Salesmen.

WANTED — A printing salesman who controls an established trade in big-edition jobwork, and who can dig up a lot more; he must be big enough to run the business, and keep it running; to such a man I can offer the best opportunity of his life; no cash is required; ability is what I'm after, but it must be proved; negotiations confidential; write me to-day — but don't expect a reply unless you give me detailed facts from which I can size you up. C 677.

WANTED — A solicitor who can estimate on catalogue and general printing; only the very highest-class men need apply. BEN FRANKLIN CLUB, 102 Bell block, Cincinnati, Ohio.

Stoneman.

AN ESPECIALLY GOOD OPENING in the South for a good stoneman, who will be expected to serve four or five cylinder presses, in high-class commercial-printing establishment; union office; the right man can obtain a good position at full scale or over if competent; must be steady, sober and of good character. C 671.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First av. (near 24th st.), New York city. Day and evening classes; seven Linotypes; school exclusively; lesson sheets; employment bureau; six weeks, $50; eight weeks, $65; twelve weeks, $80. Further particulars, call or write.

SITUATIONS WANTED.

Advertising Department.

WANTED — Position in advertising department in some office in the East; experience in country offices. WM. LANDBACK, JR., Dushore, Pa.

Artists.

CARTOONIST, good on politics; have ability to take full charge of advertising department; can manage small city or assist in management of metropolitan paper; fair salary until I prove my worth. SUCCESS, 328 11th av., So., Minneapolis, Minn.

Bookbinders.

WANTED — A position as forwarder by a young man (23), 7 years' experience in first-class job shop, can do cutting; reference; go anywhere. W. H. MORRIS, 941 Northampton st., Wilkes-Barre, Pa.

FOREMANSHIP of a catalogue or edition bindery desired by a capable man on folding-machines and other work; able to handle help efficiently; good references if in need of an up-to-date man. C 700.

BOOKBINDER — First-class man; finisher, stamper, marbler and forwarder, both blank-book and edition, experienced at loose-leaf binders also, wants position; West preferred. C 715.

BINDERY FOREMAN, competent in all branches; good mechanical and executive ability; good manager of help; strictly sober, wants position anywhere. C 459.

SITUATION WANTED — All-around forwarder, with one year's experience finishing, desires position; no objection to location. C 709.

WANTED — Position as bindery manager or foreman by man with experience; any location; A-1 references. C 718.

SITUATION WANTED by all-around bookbinder and finisher, wishes change; West preferred. C 712.

BINDERY FOREMAN, experienced, energetic result-producer, wishes position. C 465.

Foremen.

SITUATION WANTED as superintendent by a practical man who is clean, forceful, energetic and reliable; shop and office experience; familiar with costs, estimating and modern methods. C 701.

Miscellaneous.

SITUATION WANTED by competent man with over ten years' experience as a printer and binder, last two years as manager; married, strictly temperate; position with prospect of advancement preferred. C 707.

Operators and Machinists.

WANTED — Position as linotype operator by printer of 30 years' experience, 20 years as operator, on all classes of work; absolutely competent both as to quality and quantity; references, any firm for whom I have worked; expect steady work and best wages; nothing else considered; present salary, $30 week. C 704.

LINOTYPE MACHINIST-OPERATOR desires location with evening newspaper, northern Illinois or Wisconsin; experienced with machine, competent operator, two or three machines preferred; reliable; union; married. C 702.

LADY LINOTYPE OPERATOR wants position April 1; nonunion; references. C 705.

Pressmen.

SITUATION WANTED by young, married man, 23 years old, as cylinder pressman; don't smoke, drink or chew; nothing less than $20 per week considered. Address H. S. NICHOLSON, 960 Chouteau av., St. Louis, Mo.

FOREMAN — Practical, 15 years' experience on highest-grade presswork; now in Chicago; position must be in Chicago or New York city; nothing less than $40 considered. C. B., 647 Dearborn av., Chicago.

DUPLEX PRESSMAN, twelve-page, A-1, five years' experience; 10 years' experience, cylinder and job presses; sober and reliable; married. C 695.

SIUATION WANTED — Pressman, A-1 cylinder, 8 years' experience on high-grade work; union; sober and reliable; address, stating particulars, C 685.

PRESSMAN — Good commercial or cylinder, wishes position; can come at once; no boozer or cigarette smoker; state wages, union or nonunion. C 722.

Salesmen.

GENERAL OR SALES MANAGER desires connection with printing-house doing the better class of work; dozen years' experience in printing trade as accountant, credit and sales manager, cost systems, catalogues, sales schedules and advertising; can help on estimating and establishing stationery or special lines; now employed. C 714.

WANTED TO PURCHASE.

WANTED TO PURCHASE — Smyth casemaker, Crawley rounder and backer and other bookbinding machinery. Address, with full particulars and prices, LOTOS ADVERTISING CO., Room 509, 17 Madison av., New York city.

WANTED — For cash, Harris automatic two-color press, 15 by 18. Address, stating age of press and condition and lowest price. M. M. ROTHSCHILD, 711 S. Dearborn st., Chicago, Ill.

WANTED TO PURCHASE a good stapling-machine or wire-stitcher; also automatic card press; state lowest prices. CROWN PRINTING COMPANY, Columbia City, Ind.

WANTED — A small, secondhand lithograph press; write full particulars, size, make and price, etc. C 669.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plates, strong wording and complete "layout" — new design each month. Write-to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-12

Bookbinders' and Printers' Machinery.

DEXTER FOLDER COMPANY, Pearl River, N. Y. Folding machines, automatic feeders for presses, folders and ruling machines. 2-12

WANTED — A drum cylinder press that will take a sheet not less than 28 by 42; it must register for colorwork. THE R. F. WINTERS SIGN & NOVELTY CO., Springfield, Ohio.

WANTED — 8 by 12, or over, Gordon press; must be in perfect condition and cheap. W. W. MENN, Big Rapids, Mich.

Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-13

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-12

Coated Paper Manufacturers.

NEW YORK COATED PAPER CO., Passaic, N. J. Our specialty: Embossed, trade-mark and waterproof surface coated and printed papers, in 1, 2 and 3 colors, for bookbinders, blank-book, box, leather goods, suit-case and trunk manufacturers, etc. 3-12

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-12

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the grapic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

Counters.

HART, R. A., Battle Creek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks. 5-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-12

Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-12

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-12

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg.

Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue. 6-12

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-12

JONES, SAMUEL, & CO., Waverly Park, N. J. Our specialty is Noncurling Gummed Paper. Stocks in every city. 2-12

Gummed Tape in Rolls and Rapid-sealing Machine.

JAMES D. McLAURIN & CO., INC., 127 White st., New York city. "Bulldog" brand gummed tape. Every inch guaranteed to stick. 6-12

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-12

Job Presses.

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, $200-$600; Embosser, $300-$400; Pearl, $70-$214; Roll-feed Duplex, Triplex. 8-12

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 La Salle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-12

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC COMPANY, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-12

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

Paper Cutters.

DEXTER FOLDER CO., Pearl River, N. Y., manufacturers of automatic-clamp cutting machines that are powerful, durable and efficient. 2-12

GOLDING MFG. CO., Franklin, Mass. Lever, $130-$210; Power, $240-$600; Auto-clamp, $450-$600; Pearl, $40-$77; Card, $8-$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-12

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Photoengravers.

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, halftone, wood engraving and electrotyping. 11-12

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-13

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-12

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

Printers' Machinery.

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery? We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery; write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y. 11-12

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsyth st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-12

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.
ALLIED FIRMS:
Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-12

BUCKIE PRINTERS' ROLLER CO., 714 S. Clark st., Chicago; St. Louis, Detroit, St. Paul; printers' rollers and tablet composition. 6-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-12

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-12

Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-12

Proof Presses for Photoengravers and Printers.

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-12

Stereotyping Outfits.

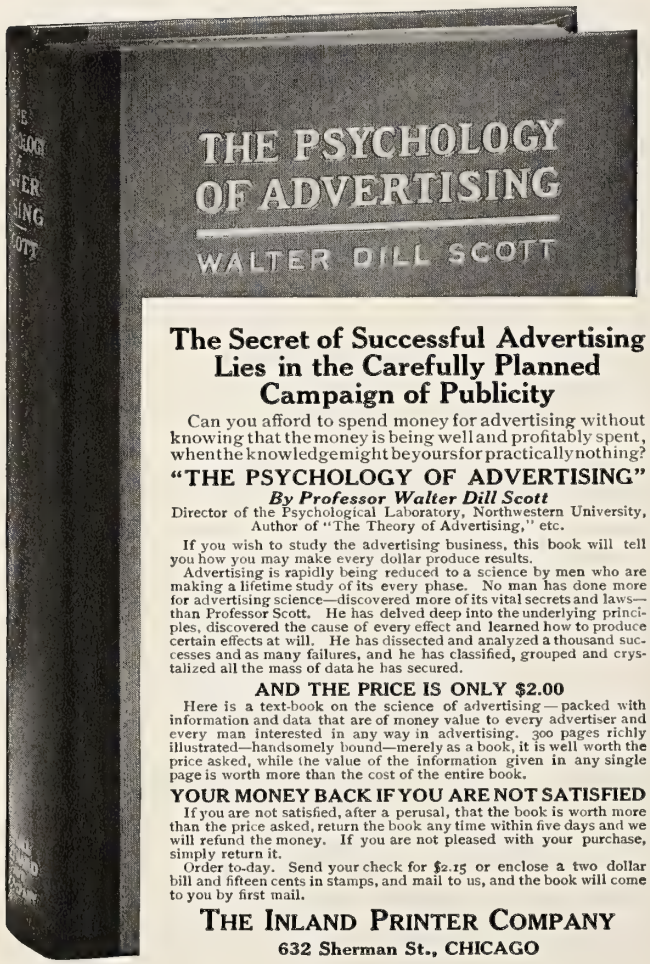
A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only $5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, $1. HENRY KAHRS, 240 E. 33d st., New York city. tf

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-12

BARNHART BROTHERS & SPINDLER, Chicago. Type borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-12

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st. and 15 Elm st., New York. 11-12



The Secret of Successful Advertising Lies in the Carefully Planned Campaign of Publicity

Can you afford to spend money for advertising without knowing that the money is being well and profitably spent, when the knowledge might be yours for practically nothing?

"THE PSYCHOLOGY OF ADVERTISING"

By Professor Walter Dill Scott

Director of the Psychological Laboratory, Northwestern University, Author of "The Theory of Advertising," etc.

If you wish to study the advertising business, this book will tell you how you may make every dollar produce results.

Advertising is rapidly being reduced to a science by men who are making a lifetime study of its every phase. No man has done more for advertising science—discovered more of its vital secrets and laws—than Professor Scott. He has delved deep into the underlying principles, discovered the cause of every effect and learned how to produce certain effects at will. He has dissected and analyzed a thousand successes and as many failures, and he has classified, grouped and crystalized all the mass of data he has secured.

AND THE PRICE IS ONLY $2.00

Here is a text-book on the science of advertising — packed with information and data that are of money value to every advertiser and every man interested in any way in advertising. 300 pages richly illustrated—handsomely bound—merely as a book, it is well worth the price asked, while the value of the information given in any single page is worth more than the cost of the entire book.

YOUR MONEY BACK IF YOU ARE NOT SATISFIED

If you are not satisfied, after a perusal, that the book is worth more than the price asked, return the book any time within five days and we will refund the money. If you are not pleased with your purchase, simply return it.

Order to-day. Send your check for $2.15 or enclose a two dollar bill and fifteen cents in stamps, and mail to us, and the book will come to you by first mail.

THE INLAND PRINTER COMPANY
632 Sherman St., CHICAGO

Whenever You Print an Advertising Booklet

always ask yourself, "Isn't this a Cameo job?" The booklets or folders that bring paying results to your customers are the ones they are GLAD to pay you for. Cameo paper adds appreciably to the result-bringing value of every job for which it is used. Its very appearance arrests attention — it is so noticeably different from ordinary paper. A booklet printed on Cameo is read when others go straight to the waste-basket.



CAMEO PLATE



COATED BOOK—White or Sepia

If you want to get the very best results with Cameo, note these few suggestions:

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book.

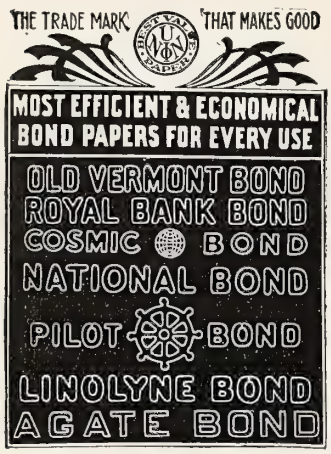
S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

LIST OF DISTRIBUTORS

Baltimore, Md.	Smith, Dixon Co.
Boston, Mass.	The A. Storrs & Bement Co.
Buffalo, N. Y.	The Alling & Cory Co.
Chicago, Ill.	J. W. Butler Paper Co.
Cleveland, Ohio	Cleveland Paper Manufacturing Co.
Cleveland, Ohio	Kingsley Paper Co.
Dallas, Tex.	Southwestern Paper Co.
Grand Rapids, Mich.	Central Michigan Paper Co.
Houston, Tex.	Southwestern Paper Co.
Kansas City, Mo.	Interstate Paper Co.
Los Angeles, Cal.	Blake, Moffitt & Towne
New York City	Sole Agents, Henry Lindenmeyr & Sons
New York City (for Export only)	National Paper & Type Co.
Milwaukee, Wis.	Standard Paper Co.
Philadelphia, Pa.	Megarge & Green Co.
Pittsburgh, Pa.	The Alling & Cory Co.
Portland, Me.	C. M. Rice Paper Co.
Portland, Ore.	Blake, McFall Co.
Rochester, N. Y.	The Alling & Cory Co.
San Francisco, Cal.	Blake, Moffitt & Towne
Seattle, Wash.	American Paper Co.
Seattle, Wash.	Mutual Paper Co.
Spokane, Wash.	American Type Founders Co.
Vancouver, B. C.	American Type Founders Co.

Another Sledge Hammer Argument
Why You Should Deal With Us



And the "Admittedly Best Value Service" that increases your profits and enables you to satisfy your customers better.

Following out our policy of "Best Value Paper" we have tried for a long time to produce a Bond Paper suitable for the *Finest* Business Stationery at a price *low* enough to allow for large consumption. We believe that we have more than succeeded in our efforts with our new line of

PILOT BOND

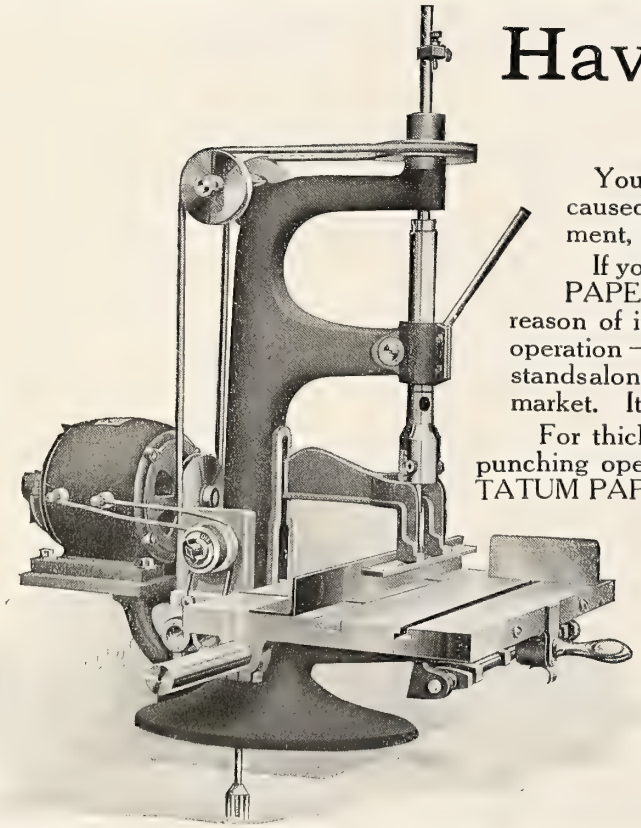
Strong, clean and clear, excellent finish, and seven most beautiful, bright colors — all the desirable characteristics of Bond Papers costing twice as much.

Adapted for Printing, Lithographing or Offset Process, *Pilot Bond commends itself particularly to large users of Form Letters.*

The wide range of selection affords ample scope for the personal preferences of your customers — for qualities fitting the particular use to which the papers are to be put, and every bond offered means *a maximum of Bond Paper Value at a minimum of expense.*

If interested, write us on your letter-head NOW.

Union Card & Paper Company, Dept. I, 45 Beekman Street, New York City



Have You Paper Drill Troubles?

You are certainly familiar with drawbacks and delays caused by a poor Paper Drill in your bindery department, and why not take steps to improve the condition?

If you will investigate the merits of the NEW TATUM PAPER DRILL you will quickly concede that it is — by reason of its simple mechanical features and its successful operation — entirely outside the field of competition. It stands alone as the one most successful paper drill on to-day's market. It really drills, and drills with satisfaction.

For thick drillwork beyond the capacity of an ordinary punching operation, or for holes far from edge of sheet, the TATUM PAPER DRILL will do the work. Especially adapted for railroad tariffs, telephone directories, order blanks, calendar cards and similar work.

A Few Special Features

The table is readily adjustable, work easily controlled, any desired distance between centers from one-half inch to twelve inches quickly secured. Gauges on table provide easy adjustments from edges of sheets.

Drills are hollow — a very important feature — avoiding choking, thereby giving a clearance inside, which allows ready passage for the refuse, insuring holes clean all the way through.

Ask for our descriptive leaflet supplying further details.

Main Office and Factory:
Cincinnati, Ohio.

THE SAM'L C. TATUM CO.

New York Office:
180 Fulton St.

TOLEDO WEB PERFECTION JOB PRINTING-PRESS

IT

Prints from the roll automatically, in One or Two Colors.

Does *Perfect* Bronzing, every objection to Bronzework being eliminated by it.

Rewinds, Cuts, Slits, Perforates, Punches.

Is Simple, Durable, Inexpensive.

The Ideal Press for Printers and Manufacturers.

TOLEDO WEB PRESS MFG. CO.
TOLEDO, OHIO

CYLINDRICAL IMPRESSION,
A Principle Tried *and* True.

THE BIG PRINTING of the world is done on cylinder presses. Printing developed from a trade to an industry when it was discovered that the impression from an arc of a rotating cylinder was cleaner, truer, and speedier than from a platen.

THE POTTER PROOF PRESS, therefore, introduces nothing new: — its novelty is solely in adapting the old tried cylinder principle to a proof press.

BUT EVEN AT THAT the Potter Proof Press is unique. It is a far cry from a crude roller proof to the finished work of this new machine, equal in all respects to press proof.

ACCURACY, RIGIDITY, EASE of OPERATION, SPEED, CONVENIENCE, and CONSISTENT PRICE are quickly specified, but men have gone gray over the performance. Simple as it looks it has taken two years to bring the Potter Proof Press to its present perfection. No doubt two years hence will see it still further refined, for we are always experimenting on improvements.

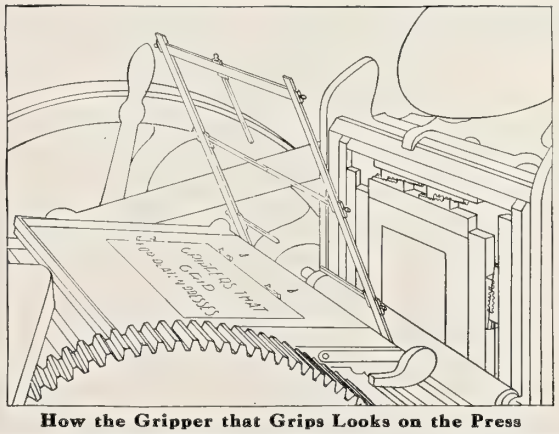
THERE ARE FOUR STYLES in addition to the one illustated here — enough for every printer's requirements. Sizes 11 in. x 24 in., 16½ in. x 25 in., 25 in. x 32 in., with and without automatic inking mechanism.



The Potter Proof Press
is built and owned by

A. F. WANNER & CO.
431 South Dearborn Street
CHICAGO

Permit us to send 4-color proof showing register, impression and speed of press.



How the Gripper that Grips Looks on the Press

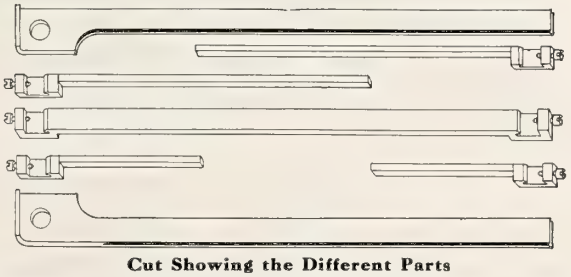
Ask the Pressman—He Knows

To give trial means permanent installation. Many advantages. Cost little. Grippers that Grip, for Platen Presses.

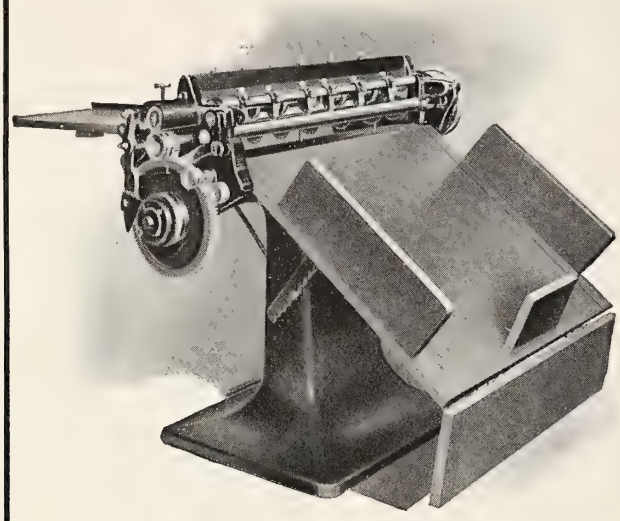
American Gripper Co.
218 4th Ave. Pittsburgh, Pa.

404 World Bldg. New York

WRITE US



Cut Showing the Different Parts



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from 5/8 of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

A FEW DISTINGUISHING FEATURES

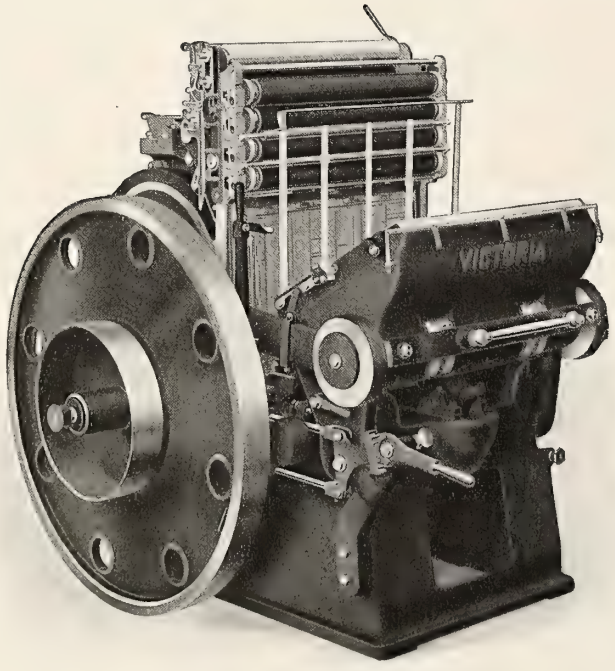
The frame is an artistic column that supports the perforating mechanism.
There are no rubber bands or tapes used in the construction.
All feed rolls are of metal.
The bearings are oilless, and *will never require lubrication.*
The feed-gauge is adjustable to either right or left hand feed.
The burr-flattener is of a new design.
The gearing is all protected.
The finish is the very best.

Manufactured by **A. G. BURTON'S SON** 118 to 124 South Clinton St., CHICAGO, ILL., U.S.A.

SELLING AGENTS

GANE BROS. & CO. CHICAGO, ILL.
T. W. & C. B. SHERIDAN { CHICAGO, ILL. / LONDON, ENG.
S. KOCHANSKI BERLIN, GERMANY
MILLER & RICHARD . . . WINNIPEG, MANITOBA
MIDDOWS BROS. SYDNEY, N. S. W.
E. C. FULLER CO., 28 Reade St., ... NEW YORK
THE J. L. MORRISON CO. TORONTO, CANADA
JOHN DICKINSON & CO. . . . Agents for South Africa and India
AMERICAN TYPE FOUNDERS CO. All Branches

THE VICTORIA PRESS



Special Model V. Size 16 x 21⅝ inches.

In construction, material, workmanship and improvements the Victoria Press represents such *unquestionable value* that I feel it unnecessary to go into explanations, and would rather have the "Press" speak for itself.

Your investigation solicited

Victoria Platen Press Mfg. Company

FRANK NOSSEL, *Representative*

38 Park Row, NEW YORK

¶ We beg to announce to the trade the advent of the

DUAL-FEED, HIGH-SPEED TWO-REVOLUTION PONY PRESS

The SWIFTSURE

Designed to produce, whether from plain type or flat plates, in black or colors, all kinds of letter-press printing

of the highest quality
in the greatest quantity
at the lowest cost of
production.

AUTOMATIC *and* HAND FEED

One size only
bed 22 x 28

SPEED, 3,500 PER HOUR GUARANTEED

(shop tests show still greater speed)

Accurate register, fine distribution, strong and even impression, front fly delivery

Simple, Easy to Operate, Convenient, Durable.

¶ *The* SWIFTSURE is not merely a stock Pony press to which an automatic feeder is attached. Of these there are many of all makes in use—especially Whitlocks. *The* SWIFTSURE is an auto-feed, high-speed, two-revolution Pony Press, especially designed, simply and quickly changeable from auto-feed to hand-feed. There is none other such in the market.

LET US TELL YOU ABOUT IT!

AGENCIES

Chicago, St. Louis, Cleveland, Cincinnati, Detroit, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Spokane, Seattle, Dallas—AMERICAN TYPE FOUNDERS CO.
Atlanta, Ga.—Messrs. J. H. SCHROETER & BRO., 133 Central Ave.
Toronto, Ont.—Messrs. MANTON BROS., 105 Elizabeth St., Canada West.
Montreal, P. Q.—GEO. M. STEWART, 92 McGill St., Canada East.
Halifax, N. S.—PRINTERS' SUPPLIES, Ltd., 27 Bedford Row, Maritime Provinces.
London, Eng.—Messrs. T. W. & C. B. SHERIDAN, 65-69 Mt. Pleasant, E. C.

The WHITLOCK PRINTING-PRESS MANUFACTURING COMPANY

DERBY, CONN.

NEW YORK, 23d Street and Broadway
Fuller (Flatiron) Building

BOSTON, 510 Weld Building, 176 Federal Street

Catalogue *and* Price-List No. 4 Now Ready

This catalogue figures for you the paper in an open-end, center-seam catalogue envelope; also the regular die-cut commercial envelopes. It also contains other valuable information.

Write for it to-day to the

Western States Envelope Company

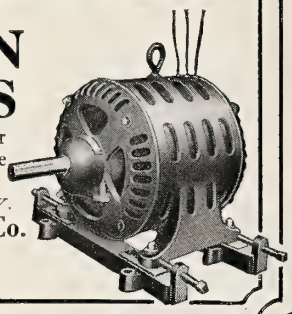
311-313 East Water Street
MILWAUKEE WISCONSIN

Exclusive Manufacturers of Guaranteed Sure-Stick Envelopes

Better Printing Power

Wider speed range, no power lost through line shaft friction, and greater output at less cost—all this follows the installation of

WATSON MOTORS



Made in ¼ to 45 h.-p., direct or alternating. "Superior in the small motor field."

SEND FOR LITERATURE NOW.

Mechanical Appliance Co.
Dept. B
Milwaukee, Wis.

Established January, 1894.

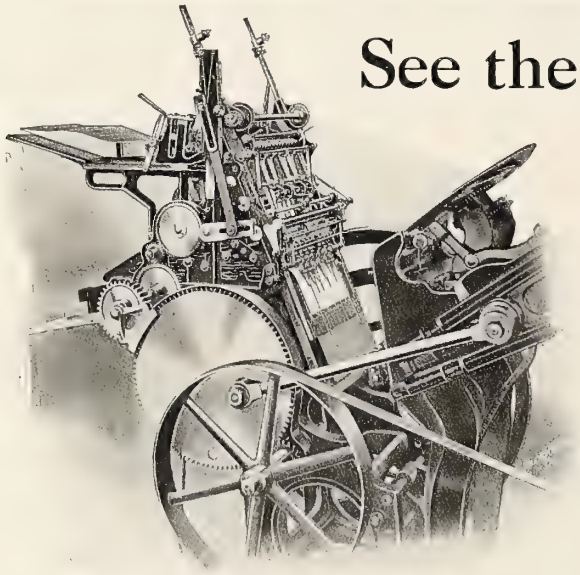
THE PROCESS ENGRAVER'S MONTHLY

THE PROCESS PHOTOGRAM — ESTABLISHED JAN 1894

Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, $2 per annum.

GEO. ROUTLEDGE & SONS, LTD. { 68-74 Carter Lane / Ludgate Hill } LONDON, E. C.

AMERICAN AGENTS:
SPON & CHAMBERLAIN, 123 Liberty Street, NEW YORK



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

See the One Proven Successful Automatic Feeder

We want every printer to investigate the **Kirkman** AUTOMATIC GORDON FEEDER. Advertising space and talk can not convince you. It is the real demonstration and results that count with the printer.

That the **Kirkman** is a thoroughly practical feeder is evinced by our receiving many repeated orders from the largest printers in the business.

Write To-Day for Our Free Trial Proposition

You can write your own trial order, as we have no fine print in our agreement. Every **Kirkman** has to stand on its own merits. Our free trial proposition means dollars in your pocket and it means that you know what you are buying beforehand; therefore, it means no risk, but absolute satisfaction. Remember this feeder is not made of small or flimsy parts. It is foolproof, safe, feeds perfectly accurate and with great speed.

AUTOMATIC PRESS FEEDER COMPANY

509 SOUTH DEARBORN STREET CHICAGO, ILL., U. S. A.



Jaenecke's Printing Inks

Are known the world over for their uniform quality and excellence. The printers who use our Inks know that this statement is correct. Always think of the Anchor trade-mark when in need of inks and you'll make no mistake.

ASK FOR OUR SPECIMEN-BOOK

Main Office and Works—NEWARK, N. J.

THE JAENECKE PRINTING INK CO.

CHICAGO OFFICE: New Number, 531 S. Dearborn Street
Old Number, 351 Dearborn Street

NEW YORK PHILADELPHIA ST. LOUIS DETROIT
PITTSBURG BALTIMORE

How Ad.-Writing Knowledge Helps Proprietors and Salesmen

¶ The great mass of commercial printing is made from copy prepared by men who have little experience in advertising. They make mistakes that are costly.

¶ The employer, estimator or salesman who handles one of these illy prepared jobs makes a hit if he offers suggestions that eliminate these mistakes. At the same time it makes the printing more effective. When advertising matter effects sales, the buyer is not likely to quibble about price.

¶ The printing-office man who "meets the customer" who can give such advice is holding and building trade of the most desirable kind.

¶ Large and progressive printing concerns maintain special staffs at great expense for the purpose of giving that service to patrons — and seeing that the printing they sell brings results.

¶ Unfortunately, few firms in the industry can finance an elaborate department for such a purpose, though every house is in need of the service.

How This Knowledge Aids Compositors

¶ It fits them to better interpret "copy," giving them an insight into the principles of display from a new angle.

¶ Gives them a foundation on which they may build and become advertising men, a vocation for which compositors are admittedly well fitted.

How This Knowledge Can Be Secured

¶ "A Study Course in Advertising" now running in The Inland Printer is composed of lessons in advertising. They are the basis of the correspondence course on that subject issued by the Massachusetts School of Advertising of Holyoke.

¶ The Inland Printer has made arrangements whereby it can sell a limited number of these scholarships at $5 each. Non-subscribers can secure these scholarships by subscribing for one year, and sending $8.00 for twelve issues of The Inland Printer and the complete Correspondence Course.

THE INLAND PRINTER

632 South Sherman Street CHICAGO, ILL.

If You Are Not a Subscriber

fill out this coupon, mail it to-day, inclosing remittance.

THE INLAND PRINTER, 632 Sherman Street, Chicago:

Enclosed find $8.00 in full payment of advertising course by correspondence of THE MASSACHUSETTS SCHOOL OF ADVERTISING, including one year's subscription to your publication. Certificate of enrollment and full directions for taking up the study to be mailed me at once.

Name_____

Address_____

The CLEVELAND FOLDER

THE EFFICIENT PARALLEL, OBLONG, AND RIGHT-ANGLE FOLDER



— Perfect Register
— Highest Speed.
— Greatest Range of Sizes. Sheets 2 x 3 to 19½ x 38.
— Largest Variety of Folds.
— No Tapes—No Knives used in Folding.
— Endorsed by Repeat Orders.
— Installed on an Unconditional Guarantee of Absolute Satisfaction.

The Cleveland Folding Machine Company

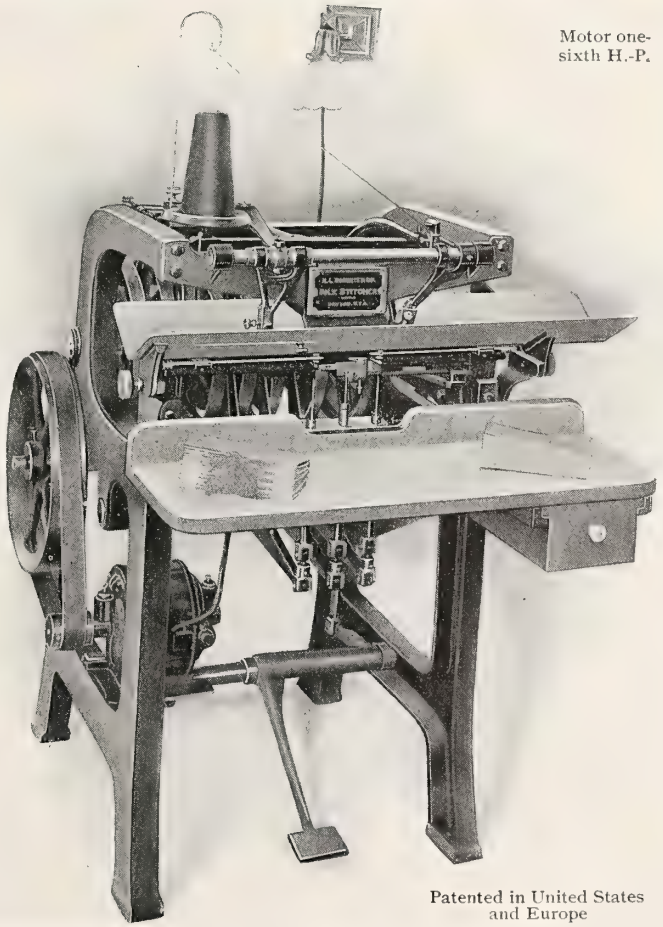
717 Lakeside Ave., CLEVELAND, OHIO

The Roberts Silk Stitching Machine

¶ The only machine made for double stitching with Silk Floss, Mercerized Cotton and Thread, used in binding Catalogues and Booklets with the *knot in the center*. The machine will stitch in one hour as many books as an expert hand stitcher will stitch in one day.

¶ "NEAR SILK" is something new. An excellent substitute for rope silk. All shades carried in stock. Send for samples.

Further information, with catalog showing stitch, can be had on application



Motor one-sixth H.-P.

Patented in United States and Europe

H. L. Roberts & Company

701 World Building NEW YORK

Factory: 85 and 87 Adams Street, BROOKLYN, N. Y.

The Juengst Gatherer - Stitcher - Coverer

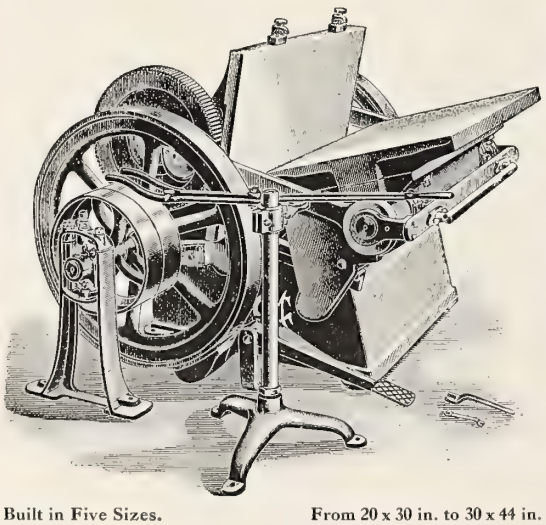
The Only Three Machine Combination
in existence to satisfactorily do all three operations at one and the same time, at the rate of 3,000 complete books per hour.

Apply for descriptive circular to

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

The Boxmaker *or* Specialty Printer



Built in Five Sizes. From 20 x 30 in. to 30 x 44 in.

when replacing old or installing new machinery should not overlook the acknowledged standard features for many years embodied in the

Gally Universal Cutter and Creaser

This press does perfect and rapid creasing or cutting, is made specially powerful and to withstand great strain, and because of the great service required the best metals are used — hence, a thoroughly dependable and always satisfactory daily working cutter and creaser.

It is made with a view to producing high-class work at the greatest speed.

The Gally Universal

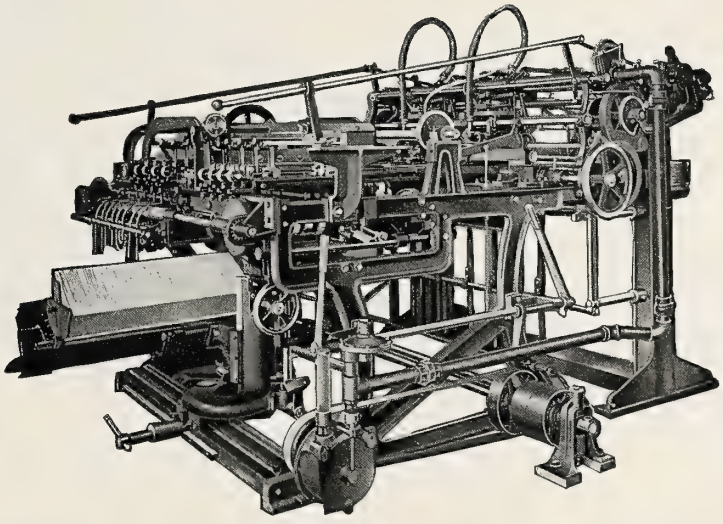
was the *original* press in the field, and is therefore developed and constructed along the lines of many years' experience.

We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request.

The National Machine Co., *Manufacturers,* ***Hartford, Connecticut***

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35x48 to 14x21 inches.

THE PRICE IS IN THE MACHINE.

CHAMBERS BROTHERS CO.
Fifty-second and Media Streets, Philadelphia, Pa.
Chicago Office: : : : : : : : 524 West Jackson Boulevard

The Mechanical Chalk Relief Overlay

has a purpose — and serves it well. EFFICIENT, PRACTICAL, ECONOMICAL, and replaces all antiquated former overlay methods.

A Process for the Large, Medium and Small Printshop

For samples and "shopright" charge address

WATZELHAN & SPEYER
183 William Street, New York

Eagle Printing Ink Co.
24 Cliff Street, New York

Why are Eagle inks first considered when inks are wanted for wet printing? It's the "know how" and quality. Allow us to refer you to some of the BIG ONES using our inks. It will surprise you.



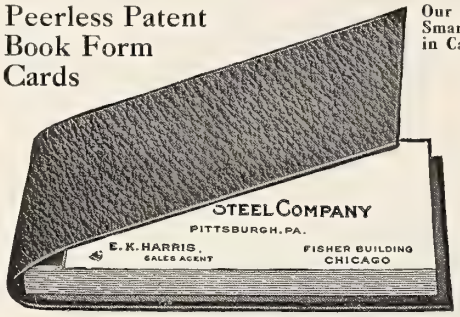
Western Branch: **705 S. Dearborn Street, Chicago.**

Factory: **Jersey City, N. J.**

Winning With Cards

is not a gamble when you sell your customers the best business and calling cards the world affords — the famous

Peerless Patent Book Form Cards



backed by the insistent ever-growing demand of the users of cards the world over. Used once, no other card ever satisfies. Don't that fact hit the heart of your business ambitions and tell you in plain common-sense business language that these cards will not only hold old customers but win you numerous new ones? Try it. Let these cards do to your business what they have done to the business of the makers of the cards, substantially established on 53 years of successful experience. Write to-day for prices to the trade and samples of these book form cards; cards are detached as used, all edges absolutely perfect; they reduce card expense because every card is used; always clean; always perfect; always together.

The John B. Wiggins Company

Established 1858

Engravers, Die Embossers, Plate Printers

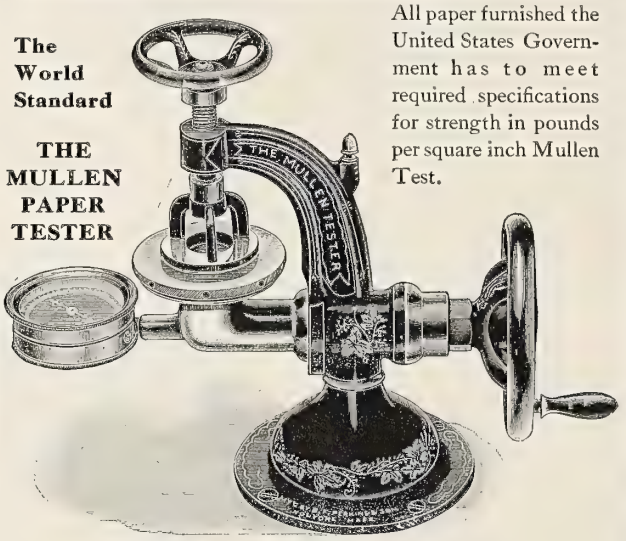
52-54 East Adams Street Chicago

Know the True Quality of the Paper You Buy!

The careful and successful printer needs as a protection accurate knowledge of the paper he bargains for and sells to his customers.

The World Standard

THE MULLEN PAPER TESTER



All paper furnished the United States Government has to meet required specifications for strength in pounds per square inch Mullen Test.

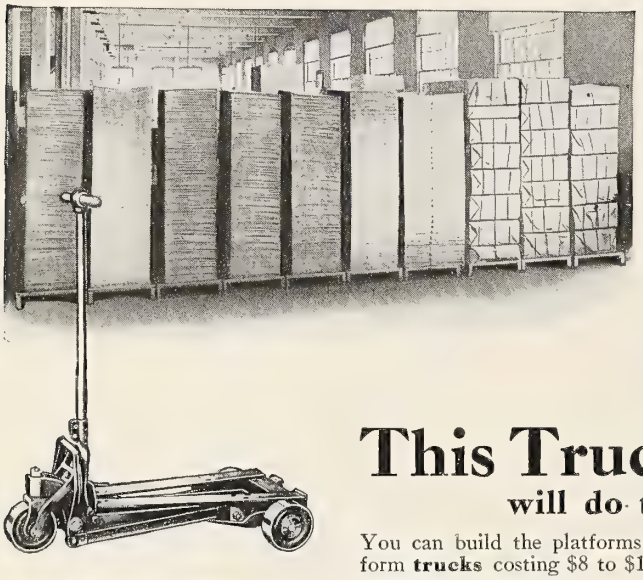
SEND FOR CATALOGUE AND REFERENCES

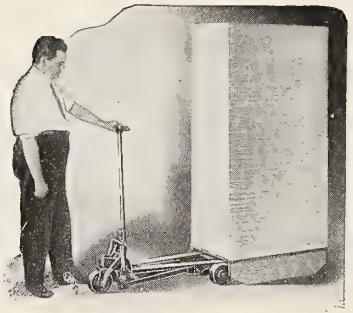
B. F. PERKINS & SON, Inc.

Sole Manufacturers

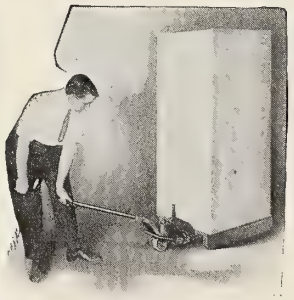
HOLYOKE, MASSACHUSETTS

European Agents: Parsons Trading Co., New York and London





Keep each pile of stock on a separate platform. Slip the Cowan truck under the platform instead of repiling onto a platform truck.



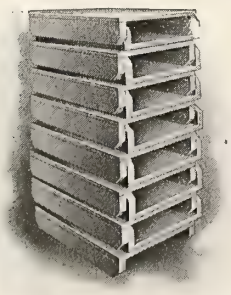
Simply depressing the handle automatically elevates platform and locks it in position. Nothing to adjust.

This Truck and 100 Platforms—

will do the work of 100 platform trucks.

You can build the platforms yourself at a cost of 50 to 75 cents each. And they will displace platform **trucks** costing $8 to $10.

They will also keep your stock up off the floor, meeting insurance requirements without the expense of building and maintaining expensive floor platforms, tables, benches, etc.



Pile of fifteen nested platforms occupying the space of one ordinary platform truck.

THE COWAN SYSTEM

is simple and thoroughly practical.

Keep each pile of stock on a separate platform and slip a Cowan truck under the platform to move it instead of repiling on to a platform truck. The pile itself is not disturbed. Not a sheet is soiled or spoiled in handling.

Simply depressing the handle automatically elevates the load and locks it in position. The action is simple, direct and positive — nothing to manipulate or adjust.

The Cowan truck is solidly and compactly built—takes up little space. Wheels have roller bearings. One man can load a two-thousand-pound pile easily.

The Cowan System is now in successful use in leading plants in the paper trade. It is the coming system.

Send for booklet giving full details.

The Cowan Truck Co.

Main Office and Factory: No. 14 Water Street, Holyoke, Mass.

New York Office and Salesroom: Fourth Ave. Bldg., 380 Fourth Ave.

Chicago Office and Salesroom: 1320 Republican Bldg.

Atlanta Office and Salesroom: 20 Auburn Ave.

For every conceivable purpose that Gummed Paper is used, printers are going to earn more money by using

Non-Curling GUMMED PAPERS

We know how to make them, and all our paper will be found to lie flat.

We can supply in rolls or sheets

Samuel Jones & Co.

WAVERLY PARK, N. J.

Established in England in 1811

THE "RELIANCE" PROOF PRESS
FOR
PHOTO-ENGRAVERS
FULFILLS ALL THEIR REQUIREMENTS

It never fails to meet their every need.
It ALWAYS exceeds their expectations.

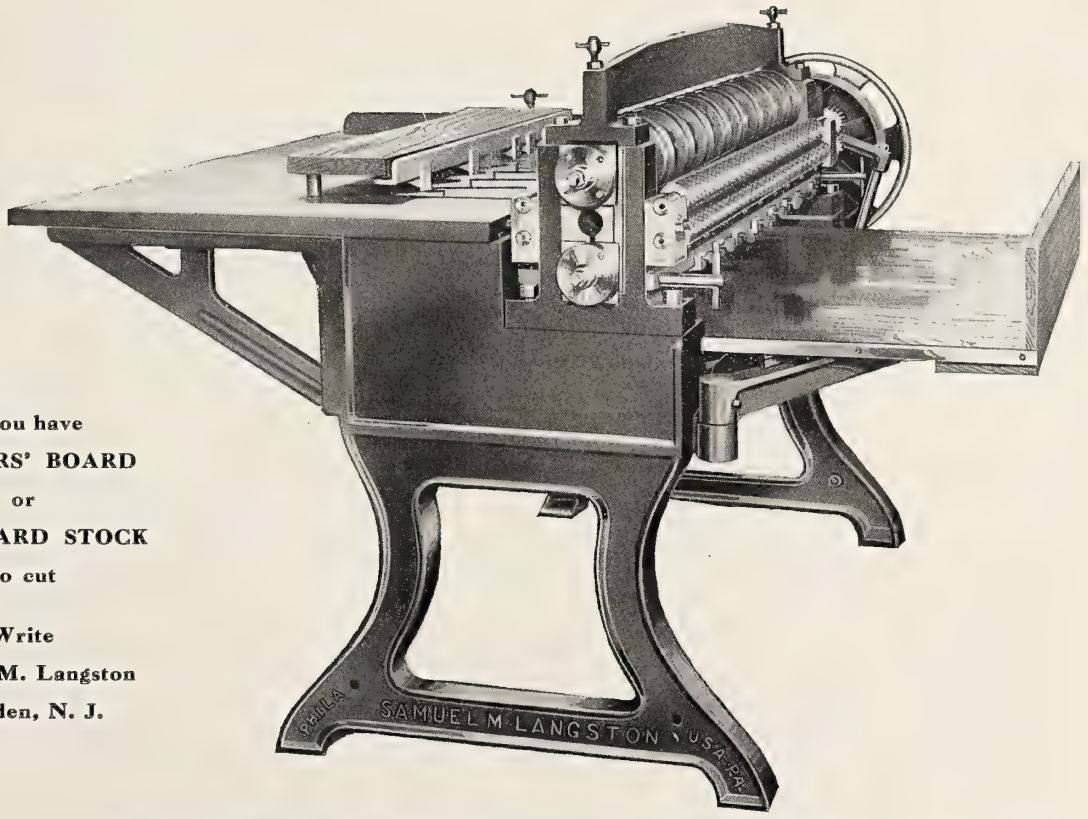
Write for full information to

Paul Shniedewend & Co.
MANUFACTURERS
627 W. Jackson Boulevard, Chicago, U. S. A.

DIRECT AND ALTERNATING CURRENT
MOTORS
FOR PRINTING and ALLIED MACHINERY

We furnish
Proper Sizes, Speeds and Controllers
and Save You Money and Trouble

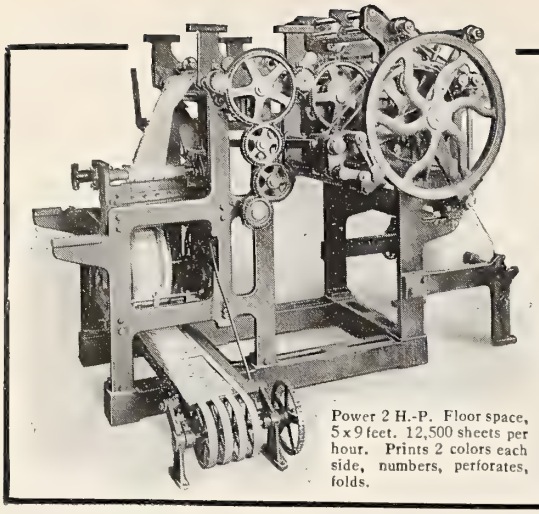
Cline Electric Mfg. Company
Telephones :
Harrison 8376
Auto. 68153
Fisher Building
CHICAGO



If you have
BINDERS' BOARD
or
FINE CARD STOCK
to cut

Write
Samuel M. Langston
Camden, N. J.

THE LANGSTON ROTARY BINDERS' BOARD CUTTER



Power 2 H.-P. Floor space, 5 x 9 feet. 12,500 sheets per hour. Prints 2 colors each side, numbers, perforates, folds.

Automatic Presses

for roll or sheet products, printing one or both sides of the web in one or more colors in one operation

Save Labor, Floor Space, Power

Advise principal sizes and class of work so that we can offer suggestion as to suitable size and style press and quote prices

MEISEL PRESS & MFG. CO.

944-948 Dorchester Avenue **BOSTON, MASS.**

Presses for cash salesbooks, tickets, wrapping papers, labels, wrappers and other specialties with attachments for perforating, numbering, interleaving, folding, according to requirements. Slitters and rewinders for roll products — Toilet Roll Machinery.

JENNEY
UNIVERSAL TYPE MOTORS

ARE THE HIGH-GRADE STANDARD FOR ALL PRINTING MACHINERY

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO

Jenney Electric Manufacturing Co.

GENERAL OFFICES **156 No. Dearborn St., Chicago**

FACTORY **Anderson, Ind.**

VACUUM CLEANING MACH'Y—AIR COMPRESSORS

QUALITY—SERVICE

Brislane-Hoyne Co.

Electrotypers *Nickeltypers*

412-414-416 So. Dearborn Street, Chicago

OUR PLANT IS ENTIRELY NEW AND EQUIPPED WITH ALL OF THE LATEST IMPROVED MACHINERY ESSENTIAL TO THE PRODUCTION OF HIGH-GRADE PRINTING PLATES

SPECIAL ATTENTION TO COUNTRY ORDERS

Denny, Hilborn & Rosenbach's Steel Die Stamping Inks

The constantly increasing demand for D. H. R. Stamping Inks proves our claims for real economy, cleanliness, quick make-ready, and the elimination of waste. No one who gives our Inks a practical test will ever go back to the old method.

Then consider the greater output of each press per day, no wiping paper breaking, Inks that dry hard yet elastic, no offsetting, and a full gloss on every job where gloss is desired. These are a few reasons for the duplicate orders alike from old and new customers.

Our new specimen book will be ready about February first and will be sent on request.

Denny, Hilborn & Rosenbach

PHILADELPHIA

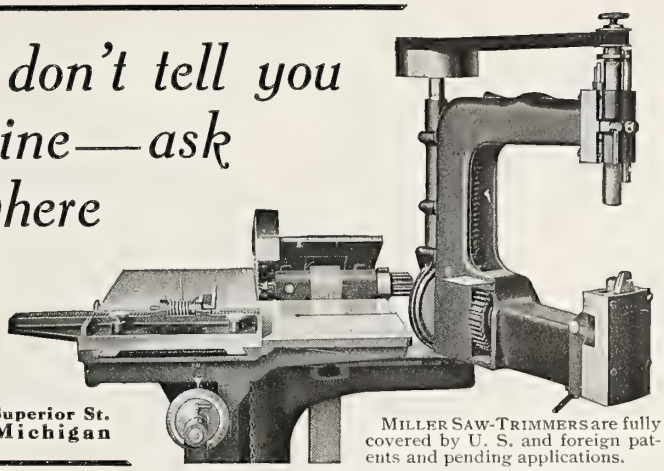
GEO. RUSSELL REED COMPANY, Agents Pacific Coast.

If your business acumen don't tell you that you need this machine—ask the foreman. He knows where lost time hits the pay-roll

Write for new illustrated price-list.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

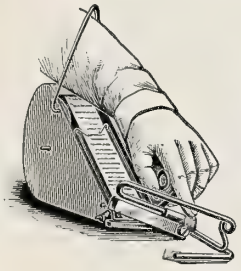
Miller Saw-Trimmer Co. 815 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

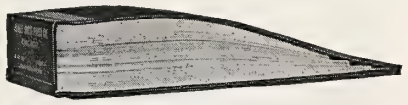
Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO

Showing the

Open Door

of the New Model No. 7

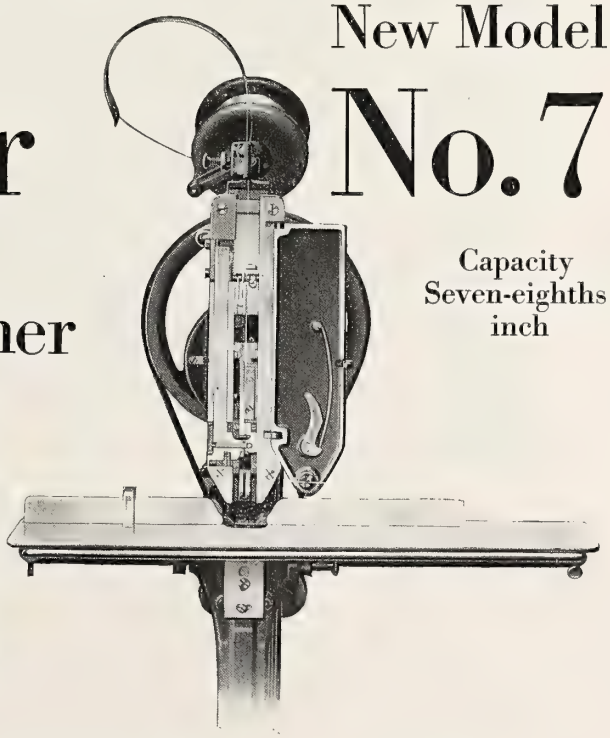
Boston Wire Stitcher

Principal mechanism and wire exposed to view. All perplexities of other wire stitchers of large capacity eliminated. Has the exclusive single adjustment to thickness of work, the convertible flat or saddle work table, with front extension for wide work, and will perfectly stitch anything from a few sheets to seven eighths inch thickness. Send for details to nearest selling place of the

New Model

No. 7

Capacity
Seven-eighths
inch



American Type Founders Company, General Selling Agent

Set from the Bodoni Series

"My Ideas About Good Printing"



By Thomas W. Lawson

THE GRAPHIC ARTS

Send 30 cents for a copy containing Mr. Lawson's article. You will like *The Graphic Arts*, and what's more you'll find it brimful of business—getting ideas on printing—ideas that mean money. Your 30 cents will be credited to a year's subscription when you decide to subscribe, which will probably be the moment you get your sample copy.

THE GRAPHIC ARTS 85 Broad Street, Boston

THE
STRATHMORE
QUALITY LINE
includes the following
WRITING and BOOK
PAPERS

STRATHMORE DEED
STRATHMORE PARCHMENT
ALEXIS BOND
ALEXANDRA LINEN BOND
WORONOCO BOND
WORONOCO DAMASK
FAIRFIELD PARCHMENT
TELANIAN EXTRA SUPER
SCOTIA BOND
SAXON BOND
STRATFORD BOND
PARAGON BOND
WILD GRASS BOND

BOOK PAPERS

STRATHMORE DECKLE EDGE BOOK & COVER
ALEXANDRA DECKLE EDGE BOOK & COVER
FAIRFIELD DECKLE EDGE
STRATHMORE JAPAN
ALEXANDRA JAPAN
FAIRFIELD JAPAN
OLD CLOISTER BOOK
OLD STRATFORD BOOK
ALEXANDRA BOOK



The printer is his own worst enemy

By talking "price" and giving estimates for every little job that comes down the pike, he takes all the joy and most of the profit out of his work. Wise printers are exponents of service and quality printing.

The Strathmore Quality Line

furnishes the better sort of paper for all kinds of art, stationery and book and cover printing. One good printer said that the line was built to order for the quality printer.

The leading numbers of Strathmore Quality Writing Papers and Book and Cover are listed on this page. Every printer has been sent samples of all these papers. If you have mislaid yours, we would like to hear from you.

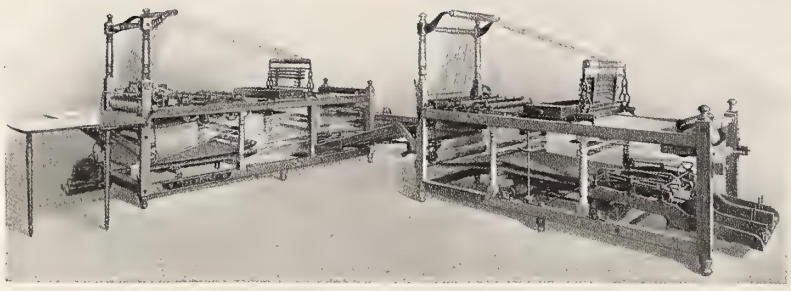
Strathmore Paper Company
Mittineague, Mass., U. S. A.

THE
STRATHMORE
QUALITY LINE
includes the following
COVER PAPERS
and BRISTOLS

OLD STRATFORD PARCHMENT COVER
OLD CLOISTER COVER
RHODODENDRON COVER
RHODODENDRON FOLDING BRISTOLS
RHODODENDRON DUPLEX BRISTOL
RHODODENDRON BOX COVER
ALEXIS COVER
ALEXIS FOLDING BRISTOL
TAPESTRY COVER
STRATHMORE CHAMELEON COVER
ADIRONDACK COVER
CARILLON COVER
FAIRFIELD COVER
FAIRFIELD BRISTOL
WORONOCO COVER
WORONOCO BRISTOL
DAMASK BRISTOL
WILD GRASS COVER
WILD GRASS DUPLEX
WILD GRASS BOX COVER
BLANDFORD COVER

STRATHMORE QUALITY

STRATHMORE QUALITY



Dual L Ruling Machine

HICKOK

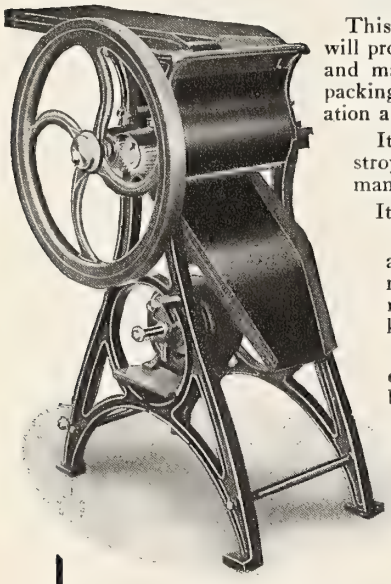
Paper-Ruling Machines and Ruling Pens

Bookbinders' Machinery

THE W. O. HICKOK MANUFACTURING CO., Harrisburg, Pa., U. S. A.

Established 1844 — MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto — Incorporated 1886

Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses.

Card-Cutting Machines, both hand-fed and automatic.

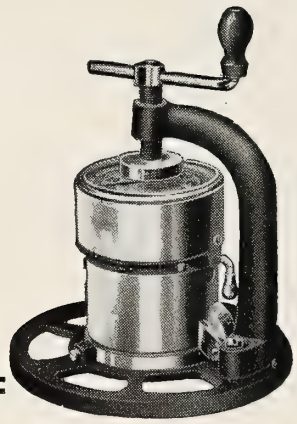
Ticket-Counting Machines and Ticket-Tying Machines.

WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

Write and state your requirements

Blomfeldt & Rapp Company

108 N. Jefferson Street — **Chicago, Ill.**



EDDY PAPER TESTER

There is but one accurate way to compare samples of paper for quality, and that is by mechanical test. For this reason the U. S. Government, Paper Mills and Jobbers, and all others who KNOW, use paper testers.

The "Eddy Paper Tester" registers numerically the strength of each sample you examine. With such an instrument and your own brains, could you ever fail to select the best values?

The cost of the tester is small, and as we can not demonstrate the instrument to you personally, we will send one on ten days' trial if you desire.

Write us.

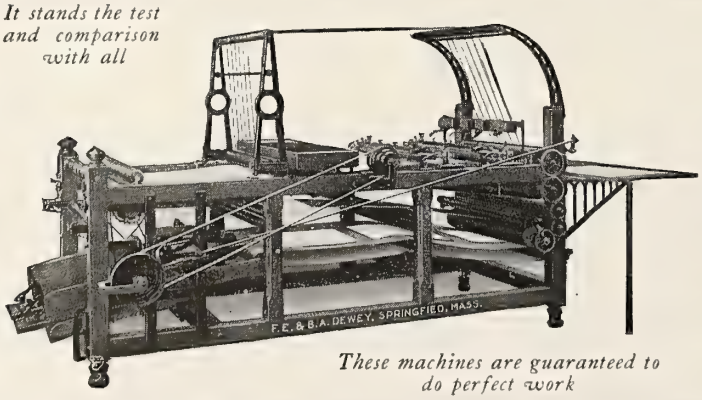
DOBLER & MUDGE

BALTIMORE, MD.

European Sales Agents

H. B. LEGGE & Co., 81 Cannon St., London

It stands the test and comparison with all



These machines are guaranteed to do perfect work

From the Standpoint of Reliability and Efficiency—

The Dewey Ruler is the known standard of perfection acknowledged by those who use and have seen the ruler in operation.

It is an up-to-date ruler, and before you make a new purchase or add additional equipment, suppose you drop us a line and obtain further facts.

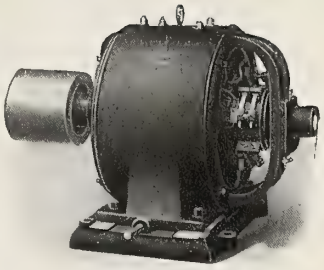
Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

What Are Your Power Requirements?



Why not buy your motors from specialists and get free advice on the subject? You will get better motors — lower prices — and more satisfactory service by doing so.

Motors for printing-presses have been our specialty for 21 years.

Write for our printers' guide — you will find it indispensable. Copy free to any printer.

The Triumph Electric Co.

Cincinnati, Ohio

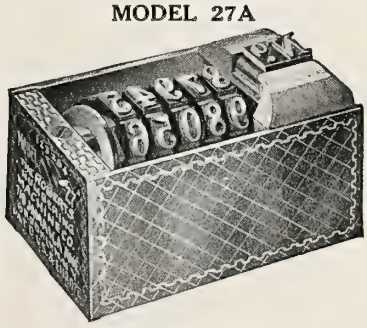
BRANCHES IN ALL LARGE CITIES

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



№ 12345

FAC SIMILE IMPRESSION

Size 1½ x 15/16 inches

FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

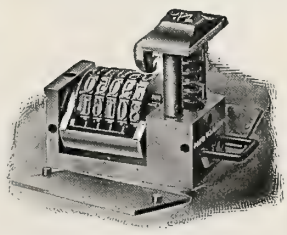
ROBERTS' MACHINES

UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward





This Advertising Man Was Once a Printer

He thought he could "make good" as an advertising man, especially as he already knew so much about type and layouts. So, one day he wrote to the International Correspondence Schools and was surprised to learn how many printers had already secured high-salaried advertising positions through I. C. S. help. He followed their lead.

The same opportunity is open to you. Your knowledge of printing naturally fits you for a position as advertising man at a good salary. A little ambition and part of your spare time will help you win through I. C. S. help.

The I. C. S. Advertising Course is full of real interest. It tells you how big advertising successes have been planned and won — how copy is written in the big stores and advertising agencies — how inquiries to advertisements are followed up — illustrations made — mediums selected — catalogues and booklets written — sales gingered up — and appropriations figured.

To learn how the I.C.S. can make this Course fit your particular case, and how you can *help yourself* to win a good paying advertising position through I.C.S. help — sign and mail the attached coupon to-day. Sending the coupon costs only the postage and places you under no obligation.

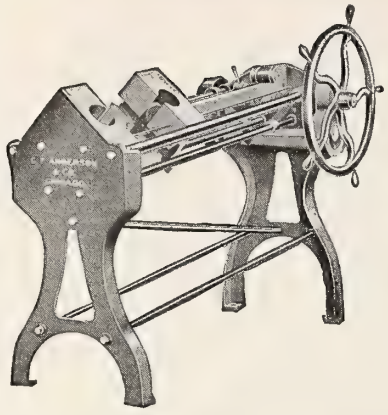
International Correspondence Schools
Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____



WHY NOT INCREASE YOUR BINDERY PROFITS?

When you add an ANDERSON BUNDLING PRESS you make possible two things: Increased output and increased profits.

A Bindery is incomplete without such a bundling press. Many binderies have from 2 to 12 in daily operation.

This Bundling Press is known for its high pressure, produced with the greatest ease.

We can tell you of many printers likely near you who either use or know all about the merits of the

Anderson Bundling Press

C. F. ANDERSON & COMPANY 712 South Clark Street CHICAGO

"Franchise Bond"

Water-marked

"A Profit-Producing Printing Paper"

Ream lots, 7¾ cents per lb.
One-half case lots, 7½ cents per lb.
Case lots, 7¼ cents per lb.

Samples upon application

Parker, Thomas & Tucker Paper Co.
514-522 Sherman St., Chicago, Ill.



PRIOR'S AUTOMATIC

Photo Scale

SHOWS PROPORTION AT A GLANCE

No figuring—no chance for error. Will show exact proportion of any size photo or drawing—any size plate.

SIMPLE—ACCURATE.

Being transparent, may be placed upon proofs of cuts, etc., and number of square inches determined without figuring. **Price, $2.00.** Sent postpaid, on receipt of price, by

The Inland Printer Co.
632 Sherman Street CHICAGO
1729 Tribune Building, NEW YORK

HE SAID it was a Manufacturing Proposition, and we thought he hit the nail plump on the head.

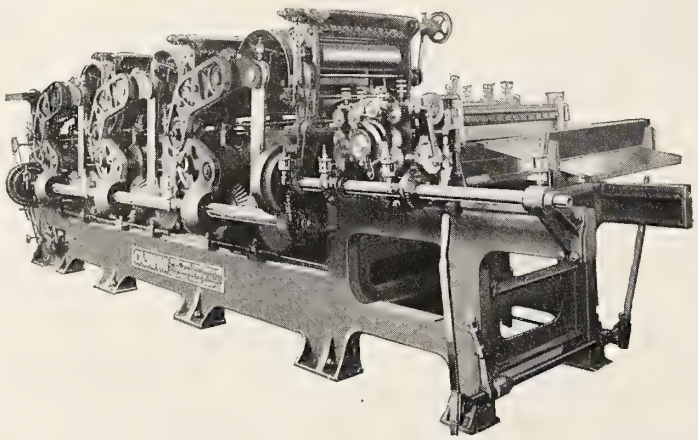
THE CASIMIR PRESS *is* a manufacturing proposition, a machine for manufacturing printing in quantities—get that, *quantities.*

THE MAN WHO BOUGHT ONE to make cartons and labels, and another who bought one to make tickets smiled in discovery at the quantities our "manufacturing propositions" could show.

FOR THE BIG RUNS of commercial printing, the Casimir Press walks away with all other methods. It prints in any number of colors, on one or both sides, and will slit, cut off, rewind, number, punch, die-cut, emboss, perforate, score, etc., all at the same time, at speeds of 5,000 to 7,500 per hour; all at the same time, mind you, so that deliveries can begin at once.

BETTER send samples and get a figure.

Press now Demonstrating in Chicago.



Get in touch with us at once.

Selling Agents
A. F. WANNER & CO.
431 So. Dearborn St.
CHICAGO

CASIMIR PRESS
Style ⅜ (*three colors one side*)
Size 12 x 21 (*inches inside chase*)

Manufacturers
CASIMIR VON PHILP CO.
Bridgeton
N. J.

Over 5,000 of America's Best Printers and Publishers Using Our Metallic Inks Exclusively

Gold and Silver Inks

BRIGHT AS BRONZE, THAT WORK AND PRINT RIGHT

Gold in various shades — copper, aluminum (silver) and colored bronze inks. Print on coated stock, such as enamel book, coated litho or plate, and glaze or flint papers, coated or enamel card stocks, cover stocks, bond papers, etc. Our inks work on job, cylinder, auto or rotary presses and "do not pack." Print fine rule and type as well as "solids." Retain the lustre and brilliancy of bronze. Gives clean, bright results when worked over other inks.

Better Than Bronze Our new process gold and aluminum inks give remarkable results on on all rough covers, bonds and linens, wood and cloth stocks, and deliver a clean job at less cost — and, best of all, quickly, at considerable saving over bronzing. We wish it understood by the printing fraternity that we are the original inventors and sole manufacturers of these inks, this process and accessories. Do not be deceived by the fake imitations of our inks that are now being advertised and "Peddled" by various concerns that are claiming they have the same thing and showing samples done with our inks, claiming it is theirs, etc. We trust the intelligent printer and pressman will investigate and avoid getting "stung." A comparison of the results with our inks against any and all others is all we ask. Our inks are fully guaranteed to do all we claim.

Write for specimens and literature giving full details and prices.

The Sleight Metallic Ink Company

Factory Office, 5907 Market St., Philadelphia, Pa.

Chicago Office: 538 So. Dearborn Street

New York City: 154 Nassau St., Tribune Bldg.

Learn to estimate!

A series of articles especially and exclusively written for

The American Printer



appears in the

March Number

Do not miss a single instalment. There is also more about wood engraving, with fine examples; an authoritative article on the amalgamation plans in New York City; review of calendars; several pages of pressroom problems, and ideas for printers; instructive machine composition items; how printers are advertising; many printers estimate on a railroad blank; a page of queer items; a few bits of verse; letters from readers, one about a clothes-line; changes in a famous newspaper; review of specimens from all parts of the world; reset typographic designs in colors; news of foreign lands; organization activities in many cities, one item of peculiar interest; prints in color, many of them.

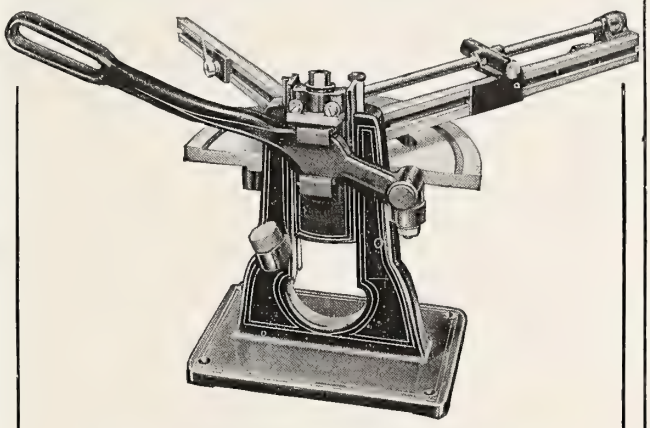
American Printer readers get original matter prepared exclusively for them.

Send thirty cents for a sample copy of the March number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City

You Ought to Have One

No print-shop is complete without an accurate mitering machine, and the ROUSE Mitering Machine embodies all the good points of as near perfection as mechanical skill and invention can bring about.



It has a number of exclusive time-saving, accuracy-insuring features not found in any other miterer. These features include a positive and permanently accurate Point Gauge that adjusts instantly and locks automatically, enabling you to

MITER TO POINTS

inside measures. Also an improved method of locating and locking the rule-holder to all necessary angles, which permits very quick changes of angle, gives unusual strength and insures permanent accuracy.

These features alone place the ROUSE Mitering Machine in a

CLASS BY ITSELF.

But that is not all. Any way you look at it — design, construction, finish, accuracy or convenience — you find it the "class"; the best and handiest miterer you ever saw.

Price $20.00; Extension Gauge (60 to 160 picas) $5.00 extra.

(Sold by dealers everywhere.)

Made only by

H. B. Rouse & Company

CHICAGO

THE MILLER INCLINE TRUCK

Constructed to LIFT and CARRY up to 5,000 Pounds
Saves REHANDLING — EQUIPMENT — MATERIAL



The MILLER TRUCK raises up to 3 inches from the floor — therefore, when skids are attached to the platforms they can not catch when run on to elevator or on uneven floors. The body of the TRUCK can not break, as it is made of 3-inch ash and oak, is firmly screwed together, and all corners are protected by angle iron.

In operating the MILLER TRUCK you merely screw the load forward, and therefore have no dead weight to lift.

THE MILLER INCLINE TRUCK COMPANY
561 West 57th Street — NEW YORK CITY

The BEST and LARGEST GERMAN TRADE JOURNAL for the PRINTING TRADES on the EUROPEAN CONTINENT

Deutscher Buch- und Steindrucker

MONTHLY PUBLICATION

Devoted to the interests of Printers, Lithographers and kindred trades, with many artistic supplements. ¶ Yearly Subscription for Foreign Countries, 14s. 9d.—post free. Sample Copy, 1s.

Deutscher Buch- und Steindrucker
ERNST MORGENSTERN
19 DENNEWITZ-STRASSE - - - BERLIN, W. 57, GERMANY

The American Pressman

A MONTHLY TECHNICAL TRADE JOURNAL WITH 20,000 SUBSCRIBERS

Best medium for direct communication with the user and purchaser of Pressroom Machinery and Materials

ONE DOLLAR PER YEAR

Second National Bank Building, CINCINNATI, OHIO



Danish Ledger

WILL GUARD YOUR RECORDS FROM AGE AND DECAY AS THE DANISH WARRIORS LONG GUARDED THE FRONTIERS OF CHRISTENDOM FROM THE HEATHEN.

SOLD BY

Albany, N. Y., Hudson Valley Paper Co.
Baltimore, M. D., B. F. Bond Paper Co.
Boston, Mass., Tileston & Livermore Co.
Buffalo, N. Y., R. H. Thompson Co.
Detroit, Mich., Chope-Stevens Paper Co.
Harrisburg, Pa., Donaldson Paper Co.
Indianapolis, Ind., Crescent Paper Co.
New York City, Miller & Wright Paper Co.
Philadelphia, Pa., Wilkinson Brothers & Co.
St. Louis, Mo., O. W. Bradley Paper Co.
Washington, D. C., B. F. Bond Paper Co.

MANUFACTURED BY

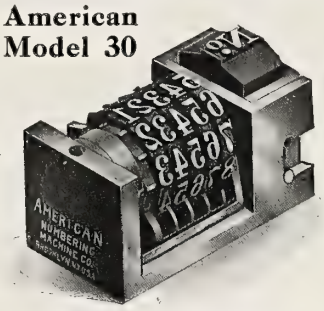
B. D. RISING PAPER CO.

HOUSATONIC, BERKSHIRE COUNTY, MASSACHUSETTS

BEST MACHINE MADE

STEEL THROUGHOUT
FULLY GUARANTEED

American Model 30



5 Wheels $5.00
Less Than One Cent a Day

6 Wheels $6.00
Less Than One Cent a Day

№ 12345
Impression of Figures

DEALERS EVERYWHERE

American Numbering Machine Company

291 Essex St., Brooklyn, N. Y.
169 W. Washington St., Chicago, Ill.
2 Cooper St., Manchester, England

Bishop's Order Book and Record of Cost

¶ The simplest and most accurate book for keeping track of all items of cost of every job done. Each book contains 100 leaves, 10x16, printed and ruled, and provides room for entering 3,000 jobs. Strongly bound, price $3.00. Fourth edition.

SOLD BY

The Inland Printer Company
Chicago

METALOGRAPHY

HOW TO PRINT FROM METALS
By Chas. Harrap

Treats of the nature and properties of zinc and aluminum and their treatment as printing surfaces. Thoroughly practical and invaluable alike to the expert and to those taking up metal-plate printing for the first time. Full particulars of rotary litho and offset litho methods and machines; details of special processes, plates and solutions. The price is 3/– or $2.00, post free.

To be obtained from
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago



FOR PRINTERS



Best Detergent for cleaning and preserving Rollers.

COPPER AND ZINC PLATES

MACHINE GROUND AND POLISHED

CELEBRATED SATIN FINISH BRAND

FOR PHOTO-ENGRAVING AND ETCHING

MANUFACTURED BY

THE AMERICAN STEEL & COPPER PLATE CO.

116 NASSAU STREET, NEW YORK, N. Y.

Polished Copper

for Half-tone and Color Processes

Polished Zinc

for Line Etching, Half-tone and Ben Day Processes

Chemicals, Supplies and Equipment

for the Shop, Gallery and Artroom

National Steel and Copper Plate Co.

OFFICES AND STOCKROOMS

704-6 Pontiac Bldg., 542 S. Dearborn St., Chicago
1235 Tribune Bldg., City Hall Square, New York
214 Chestnut St. : : : St. Louis, Mo.

FACTORIES

1133-1143 West Lake Street : Chicago, Ill.
220-224 Taaffe Place : Brooklyn, New York

We cater to the Printing Trade in making the most up-to-date line of

Pencil and Pen Carbons

for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters.

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

METALS

Linotype, Monotype, Stereotype Special Mixtures

QUALITY

First, Last and All the Time.

E. W. Blatchford Co.

230 N. Clinton St., Chicago — 5 Beekman St., New York

PRESSMEN'S OVERLAY KNIFE

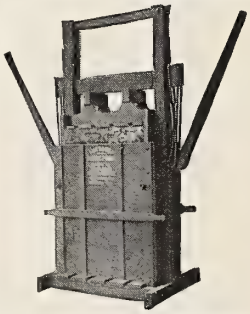
This knife has been subjected to a careful test for quality of temper. It will be found to hold a keen edge and to be of much flexibility, enabling the operator to divide a thin sheet of paper very delicately. In all respects it is of superior manufacture. The blade runs the entire length of the handle and is of uniform temper throughout. As the knife wears, cut away the covering as required.

PRICE, POSTPAID, 25 CENTS

THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago
1729 Tribune Building, New York

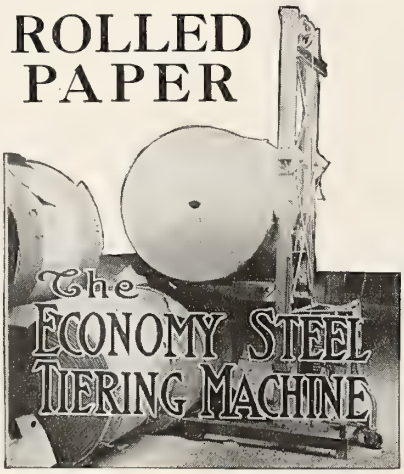
A SULLIVAN PRESS

will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 64-F*



SULLIVAN MACHINERY COMPANY
122 South Michigan Avenue, CHICAGO

ROLLED PAPER



One of the Meanest Packages to Pile is a Roll.

Handled by one of these machines, however, the job is easy. And it will pile anything.

Economy Engineering Co.
415 S. Washtenaw Ave., Chicago, Ill.
FOREIGN AGTS.
Parsons Trading Co., New York.

CONCERNING TYPE

A HANDBOOK FOR USERS OF PRINTING

64 pages—Flexible Cover—3 x 6 inches—a size and shape most convenient for pocket or desk use.

A CYCLOPEDIA
OF
EVERY-DAY INFORMATION
FOR THE
NON-PRINTER
ADVERTISING MAN

Ever feel the lack of technical printing knowledge? **"Concerning Type"** tells all about type, how it is divided into text and display faces, explains the point system, shows eighteen kinds of type—each in seven sizes; contains valuable information about engravings, composition, proofreading, paper, presswork, binding, estimating, a complete dictionary of printing terms, and a hundred other things you should know—but probably don't. Endorsed by every one who knows a good thing when he sees it.

Price, 50 Cents, postpaid

THE INLAND PRINTER CO.
1729 TRIBUNE BLDG. NEW YORK — 632 SHERMAN ST. CHICAGO

Vest-Pocket Manual *of* Printing

A full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons

TABLE OF CONTENTS

Punctuation: The Comma, Semicolon, Colon, Period, Note of Interrogation, Exclamation Mark, Hyphen, Marks of Parenthesis, Dash, Apostrophe—Capitalization—Style: The Use and Non-use of Figures, Abbreviations, Italicizing, Quotations—Marked Proof—Corrected Proof—Proofreaders' Marks—Make-up of a Book—Imposition and Sizes of Books—Sizes of the Untrimmed Leaf—Type Standard—Number of Words in a Square Inch—Relative Sizes of Type—Explanation of the Point System—Weight of Leads Required for any Work—Number of Leads to the Pound—To Print Consecutive Numbers—To Prevent Coated Paper from Peeling—Engraving and Illustrating—Definitions of the Principal Technical Terms Used in Fine Bookbinding—Relative Values of Bindings—Directions for Securing Copyright—Correct Sizes of Flat Writing Papers—Sizes of Ruled Paper—Regular Envelope Sizes—Standard Sizes of Newspapers—Leads for Newspapers—Newspaper Measurements—Imposition of Forms.

Convenient vest-pocket size. Neatly bound in leather, round corners; 86 pages; 50 cts.

THE INLAND PRINTER CO.
1729 Tribune Bldg. NEW YORK — 632 Sherman Street CHICAGO



Armed with OLD COUNCIL TREE BOND a good printer has the right of entrance to *any* Business Man's Sanctum.

No good Business Man on earth will refuse to see anyone *who can help him develop his business* and his business possibilities.

OLD COUNCIL TREE BOND used in business stationery carries *a distinct advertising power* and has proved a tremendous aid to many America's leading bankers, merchants and manufacturers.

It has been so well advertised that printers who recommend its use will find many an interested business ear awaiting to listen to them. We call it, therefore, an asset to the printer, *for it is half sold before the Printer reaches* the *Man.*

We claim that because of the widespread advertising of OLD COUNCIL TREE BOND, the printer's selling efforts are *minimized*, and whenever that happens there is a distinct saving of *time*, *labor* and *money.*

Why not get in touch with our representatives and profit by our efforts to reach the Buying Power?

NEENAH PAPER COMPANY

Neenah, Wis. U. S. A.

Chicago Distributors—CHICAGO PAPER CO.
366 West Monroe Street

OLD TRADE MARK COUNCIL TREE

One Thousand an Hour at Half the Power Cost of Two Thousand an Hour

You get paid for printing on the basis of the number of impressions you deliver.

The customer doesn't know whether you run his job one thousand an hour or two thousand and doesn't care, just so the job looks right.

But *you* know — or should — the power cost. And if you ever studied the matter you discovered that the *ordinary motor meters just as much current when you choke it back to one thousand impressions per hour as if you let it out to two thousand.*

Not so with the

KIMBLE
ALTERNATING CURRENT MOTOR

For it is built on a wholly *new* principle by which speed, power and current are about proportionate; in other words, that *when you cut the speed in two you cut the current consumption nearly in two*, and when you turn the lever to the "off" point, you cut off all current, just as if you had opened the outside switch.

This means that every watt of current that the meter records is put to useful use, and that your power bill for each press will be an accurate index of the actual number of *impressions* of that press.

This is why we advise you to

"KIMBLEIZE" Your Shop and Paralyze Your Power Bill

That is, if you are on an alternating current circuit. If you aren't, the Lord help you! We can't.

ANY SPEED *any second* — not by "steps" or jerks, but *any* speed, accelerate or retard, by pushing the foot lever forward or back. Your pressmen will enter into the excitement of this novel feature, and when they get the "swing" of a job, will push up the speed for the very joy of it; getting the job through in record time, with the minimum spoilage. That's what we mean by our catch-phrase:

"Fast or Slow by a Touch of the Toe"

Kimble Printing Press Motors (alternating current only) are built for PRINTING-PRESSES. They are *not* general-purpose motors, "fixed up" with all sorts of juice-eating contrivances to adapt them to printing-office requirements.

They cost less to buy
They cost less to install
They cost less to run

than any other motors on the market.

Kimbleize Your WHOLE Shop:

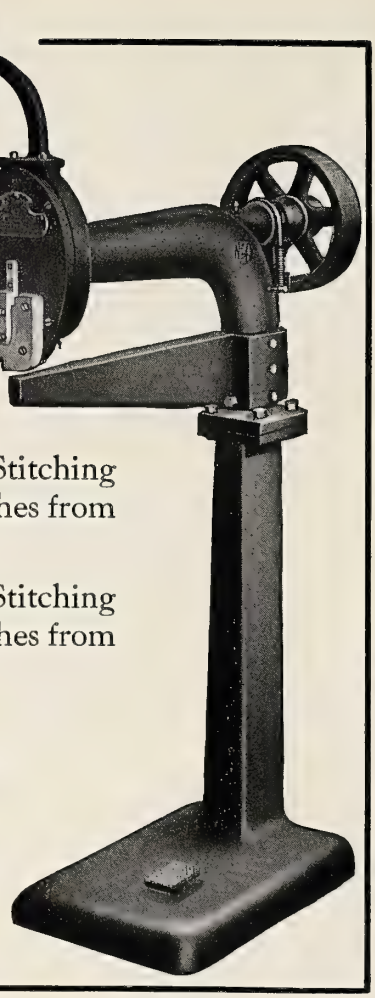
Kimble Motors for Jobbers
Kimble Motors for Ponies
Kimble Motors for Cylinders
Kimble Motors for Linotypes
Kimble Motors for Cutters
Kimble Motors for Folders
Kimble Motors for Stitchers

Every one of them a profit-maker for *you* and a puzzle to the central station man.

The Kimble Catalog will tell you the whole story. Send for it.

Kimble Electric Company
1125 Washington Boulevard Chicago

No. 4 Box Machine



12-inch Arm — Stitching point 36 or 44 inches from the floor.

20-inch Arm — Stitching point 36 or 44 inches from the floor.

MANUFACTURED BY

The J. L. Morrison Company
534 So. Dearborn St.
Chicago

New York London Toronto

"Perfection" Stitchers for all purposes

NR
NUERNBERGER-RETTIG

The Universal Type-Maker

IS A TIME-SAVER
A MONEY-MAKER
A CUSTOMER-PLEASER

It gives the printer complete independence in type supply, and enables him to use all his metal to the best advantage.

OUR MATRIX LIBRARIES

permit the printer to rent fonts of Matrices at a nominal rate, and thus to keep his composing-room up-to-date.

Address for all prices and details

UNIVERSAL TYPE-MAKING MACHINE CO.
321-323 North Sheldon Street
CHICAGO, ILL.

NR

Latest

Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment

(Unexcelled)

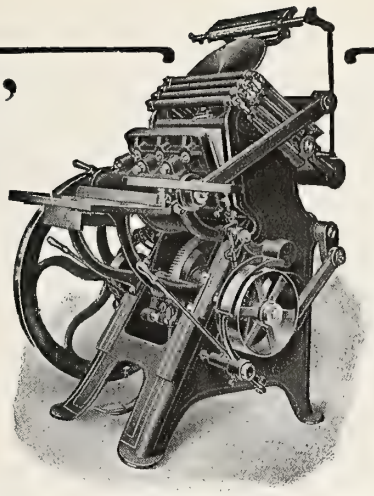
"Prouty"

Obtainable through any Reliable Dealer.

MANUFACTURED ONLY BY

Boston Printing Press & Machinery Co.

OFFICE AND FACTORY
EAST BRIDGEWATER, MASS.



JUST OUT

The National Lithographer's Sample Book *of* Offset Printing

ORDER EARLY — *Sent Postpaid on Receipt of* ***50 Cents*** — LIMITED EDITION

Every Lithographer and Printer Wants It

THE NATIONAL LITHOGRAPHER
150 Nassau Street, New York

The Best Special Works for Lithographers, Etc.

ARE THE

ALBUM LITHO—26 parts in stock, 20 plates in black and color, **$1.50** each part.

AMERICAN COMMERCIAL SPECIMENS—three series, 24 plates in color, **$3.50** each series.

TREASURE OF GRAPHIC ARTS—24 folio plates in color, **$4.50.**

TREASURE OF LABELS—*the newest of labels*—15 plates in color, **$3.00.**

"FIGURE STUDIES"—by Ferd Wüst—second series, 24 plates, **$3.00.**

AND THE

FREIE KÜNSTE

—SEMI-MONTHLY PUBLICATION—

This Journal is *the best Technical Book for Printers, Lithographers and all Kindred Trades.* Artistic supplements. Yearly subscription, **$3.00,** post free; sample copy, **25 cents.**

PUBLISHED BY

JOSEF HEIM - - - - - - Vienna VI./i Austria

Waite Die and Plate Press

USERS' OPINIONS

"If we were to order another press to-day we would order the 'Waite.'" —CLARKE & COURTS, Galveston, Tex.

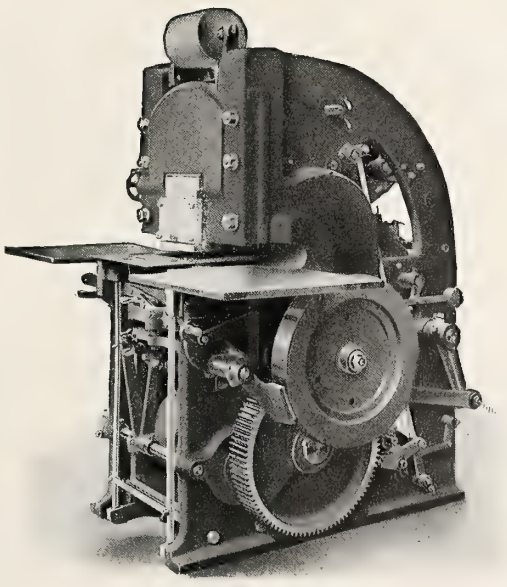
"We freely express the utmost satisfaction, getting the best of results as to quality of work together with output. Contrary to reports the machine is not complicated and we can, without hesitation, recommend the 'Waite' to any prospective purchaser."
—THE CARGILL CO., Houston, Tex.

"In our opinion the 'Waite' is the best press in the market. It has the best wiper of any of the presses, owing to the fact that it wipes more like the human hand would wipe a plate, while other presses have a flat wipe."
—AMERICAN STATIONERY COMPANY, Buffalo, N. Y.

"The above (Plaza Hotel) letter-head plate has had 85,000 impressions at a speed of 30 a minute on our 4 in. x 8 in. Waite Die Press." —CAMERON & BULKLEY, New York, N. Y.

"We are pleased to state that our 6 in. x 10 in. Waite Die Press is giving us good service. This press is running dies the full limit of the die box on a high grade of close color stamping with excellent results." —GEO. C. WHITNEY CO., Worcester, Mass.

"We are enabled to do a class of work on it that can not be done on any other die press in cur plant, and we have several of various makes." —E. A. WRIGHT, Philadelphia, Pa.

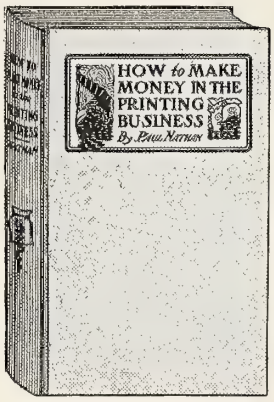


AUTO FALCON & WAITE DIE PRESS CO., Ltd.

NEW YORK LIFE BUILDING, 346 BROADWAY, NEW YORK — Factory, Dover, N. H.

How to Make Money in the Printing Business

By PAUL NATHAN



GIVE value and "charge the price" might be an answer to this question; but there is a very complete and comprehensive answer in Paul Nathan's book of 288 pages, bearing this title, and every progressive printer should own the volume. The book gives full details and information on the highest authority—Experience. It tells how a man made money out of Printing—a thing we all are anxious to do. You need this book; send the order now. Here is a glimpse into the table of its contents:

Starting an Office, What Class of Customers to Seek, How to Develop Business, Writing Advertising Matter, Taking Orders, Advertising, How to Talk to Customers, The Cost of Producing Printing, Estimating, Acquiring Money, Price Cutting, Competitors, Profit and How It Should Be Figured, Buying, Doing Good Printing, The Composing Room, The Press Room, The Business Office, Bookkeeping, Management of Employees, The Employee's Opportunity, Danger in Ventures, Systematic Saving.

Second Edition. 288 pages, cloth; gilt stamped.
Size, 9x5¾ inches. Price, postpaid, $3.00.
Send remittance with order.

INLAND PRINTER CO., 632 Sherman St., Chicago

NOW READY FOR DELIVERY

1911-12

PENROSE'S PICTORIAL ANNUAL

THE PROCESS YEAR BOOK

Edited by WILLIAM GAMBLE

A comprehensive survey of progress in the Graphic Arts, profusely illustrated, comprising about

60 PRACTICAL ARTICLES by well-known workers, covering a wide range of process and illustration subjects.

500 ILLUSTRATIONS, including the following full-page inserts:

2 Photogravures	20 Three-Color Prints
5 Five-Color Prints	30 Two-Color Prints
10 Four-Color Prints	100 Monochrome Supplements

Several Litho-Offset Examples.

Price, $2.50 **Express Prepaid**

INLAND PRINTER CO.
CHICAGO, ILLINOIS

EXPERT ADVICE FOR PRINTERS

WE have just created an Advisory Department, prepared to give printers complete information on technical and mechanical matters in connection with the preparation of copy for color reproduction. This is reliable and invaluable advice by experts who make color reproduction their specialty, anything from two colors up. Information is also available on matters connected with the handling of color plates on press, inks, etc., and such general topics.

It is a matter of record that our plates are esteemed by printers, wherever used, as the finest printing surfaces they have ever put to press. They reproduce clear-cut impressions, in perfect register and true to proof. They can be relied upon for a great number of impressions, in addition to which they require the least amount of preparation for perfect make-ready.

Correspondence invited.

ZEESE-WILKINSON COMPANY

Specialists in Color-Plate Engraving and Printing

TELEPHONE: 5200 MADISON SQUARE

213-217 EAST TWENTY-FOURTH STREET NEW YORK CITY



What This Sign Means to Every Printer

In March SYSTEM will appear the largest, most impressive single advertisement ever run by a manufacturer of Bond Paper.

It will reach over 100,000 Business Executives—probably 500,000 purchasers of business stationery.

It will tell this army of business men what the TOKYO BOND Sign stands for—why the Printer who displays it can give him better letter-heads for less money.

And we have adopted a plan by which every Printer using Tokyo Bond can increase his sales of business stationery—by which he can *cash in direct* on this unique advertisement.

Do you know Tokyo Bond—do you know the wonderful printed and engraved effects you can attain with it? And do you know how it enables you to get more orders for business stationery, to please your customers better, and to *make more money without increasing your prices?* If not, write us at once for samples—actual letter-heads printed on Tokyo Bond—and full information about it.

If you now use Tokyo Bond and have not the Tokyo Bond Sign and the beautiful business-getting Tokyo Bond Folders—write for the whole story *to-day.*

Crocker-McElwain Co.

104 Cabot Street
HOLYOKE, MASS.



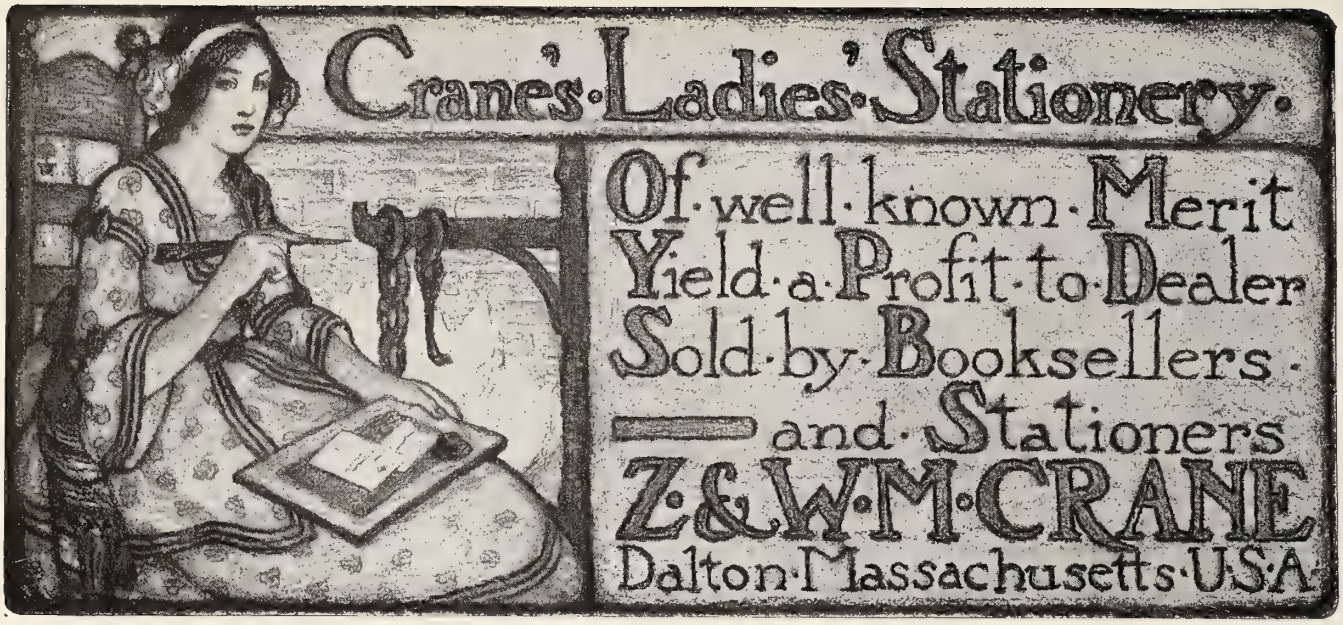
Ask one of these jobbers or write us direct now

New York, J. E. Linde Paper Co.
Boston, Cook-Vivian Co.
Philadelphia, I. N. Megargee & Co.
Philadelphia, Charles Beck Company.
Chicago, Swigart Paper Company.
St. Louis, Hagen Paper Company.
Baltimore, B. F. Bond Paper Co.
Cincinnati, Diem & Wing Paper Co.
Cleveland, Petrequin Paper Co.
Washington, B. F. Bond Paper Co.
Pittsburgh, Western Penn. Paper Co.
Buffalo, Courier Company.
Scranton, Megargee Brothers.
Harrisburg, Donaldson Paper Company.
Richmond, B. W. Wilson Paper Co.
Louisville, Diem & Wing Paper Co.
Montreal, Howard Smith Paper Co., Ltd..
Spokane, Gray, Ewing & Company.
Toronto, Brown Bros., Ltd.
Syracuse, J. & F. B. Garrett Co.
Albany, Hudson Valley Paper Co.
Troy, Troy Paper Company.
Savannah, M. S. and D. A. Byck Co.
Ogden, Utah, Scoville Paper Co.
Holyoke, Judd Paper Co.
Wheeling, W. Va., Clarke Paper Co.

EXPORT:

U. S. Paper Export Ass'n., 17 Battery Place, New York.





Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

Experienced Hand Compositors in Demand as Linotype Operators

¶ There is a belief abroad that learning linotype operating is for young compositors — youths who have been at the business four or five years.

¶ That is a mistake. An all-round knowledge of typography is of great and ever-increasing advantage to the operator.

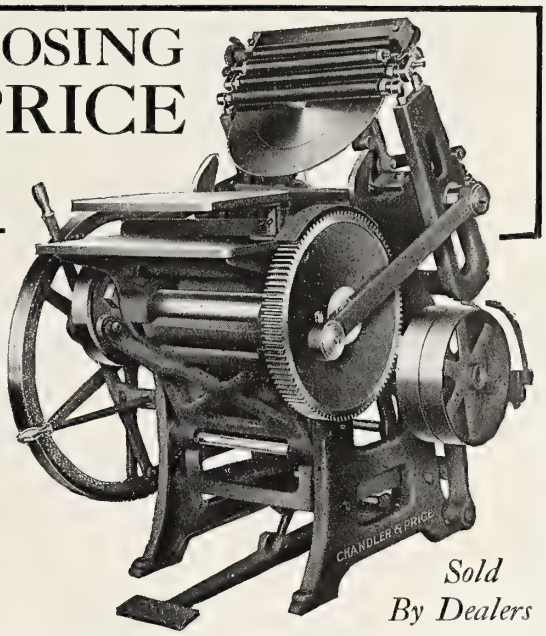
¶ The linotype is rapidly becoming an ad.-setting and job-work machine, and on that work knowledge of proper display will cover a multitude of speed sins. As a consequence of this many linotype employers prefer as operators men who are accomplished hand compositors. As a rule, this more than compensates for the disadvantage (if any) of age or of being compelled to abandon fixed habits.

Linotype operating is the most desirable branch of the trade. If you want to learn where it can be learned most thoroughly, this is the school for you. Drop a postal and get our booklet, "Machine Composition."

Inland Printer Technical School

632 South Sherman Street, Chicago, Ill.

TEN REASONS FOR CHOOSING THE CHANDLER & PRICE NEW SERIES PRESS



Sold By Dealers

1. The design is modern. The Press is lower.
2. The construction is "Chandler & Price Style," in itself a strong recommendation.
3. All the good qualities found in C. & P. Gordons have been retained in the new press.
4. The distribution of metal is more symmetrical.
5. There are fewer bright parts to keep clean.
6. Fewer projections on which dirt can lodge.
7. The Gear Guard is a valuable addition.
8. Heavier Cam Wheels insure a more rigid impression. Feed-tables are set level.
9. The Fly-Wheel is smaller and less in the way.
10. The New Series Press is an improved style of a machine that has been meeting all fundamental requirements for a quarter of a century.

Write us to-day for full information.

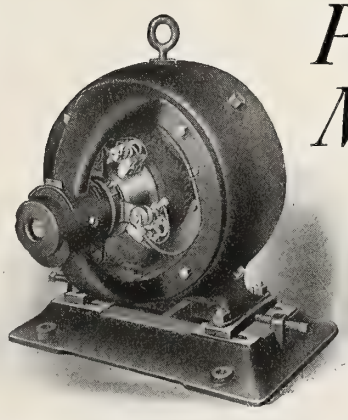
MANUFACTURED BY

THE CHANDLER & PRICE CO.

CLEVELAND, OHIO

Ask the Printer Who Owns One

There's true economy in the installation and operation of a motor built for a *specific purpose* and we construct our various types of motors according to the actual requirement.



The Peerless Motors

are the product of skillful workmanship and a knowledge of what the printing field and its various requirements demand. Before you decide on your Motor Power—suppose you look well to the "Power Cost" item. Our Motor Power "holds down" your cost of production to where it belongs.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 452 Monadnock Block. NEW YORK, 43 West 27th Street

And All Principal Cities

You have an unusual opportunity to reach the Office Appliance Dealer, Retail Stationer, and Purchasing Agent, through only ONE medium—the

Inland Stationer

Business Equipment Journal

¶ An examination of the magazine itself shows you why.

¶ The Office Appliance Dealer and the Retail Stationer subscribe for it because it handles the selling end of their lines in a business-like manner. Every issue contains articles of sales plans of real practical value.

¶ The Purchasing Agent subscribes for it because it keeps him in close touch at all times with the latest and best developments in business equipment.

¶ You can reach all three with *one* advertisement and at *one* price by using *only* INLAND STATIONER—**BUSINESS EQUIPMENT JOURNAL.** Let us send you some important facts.

Inland Stationer

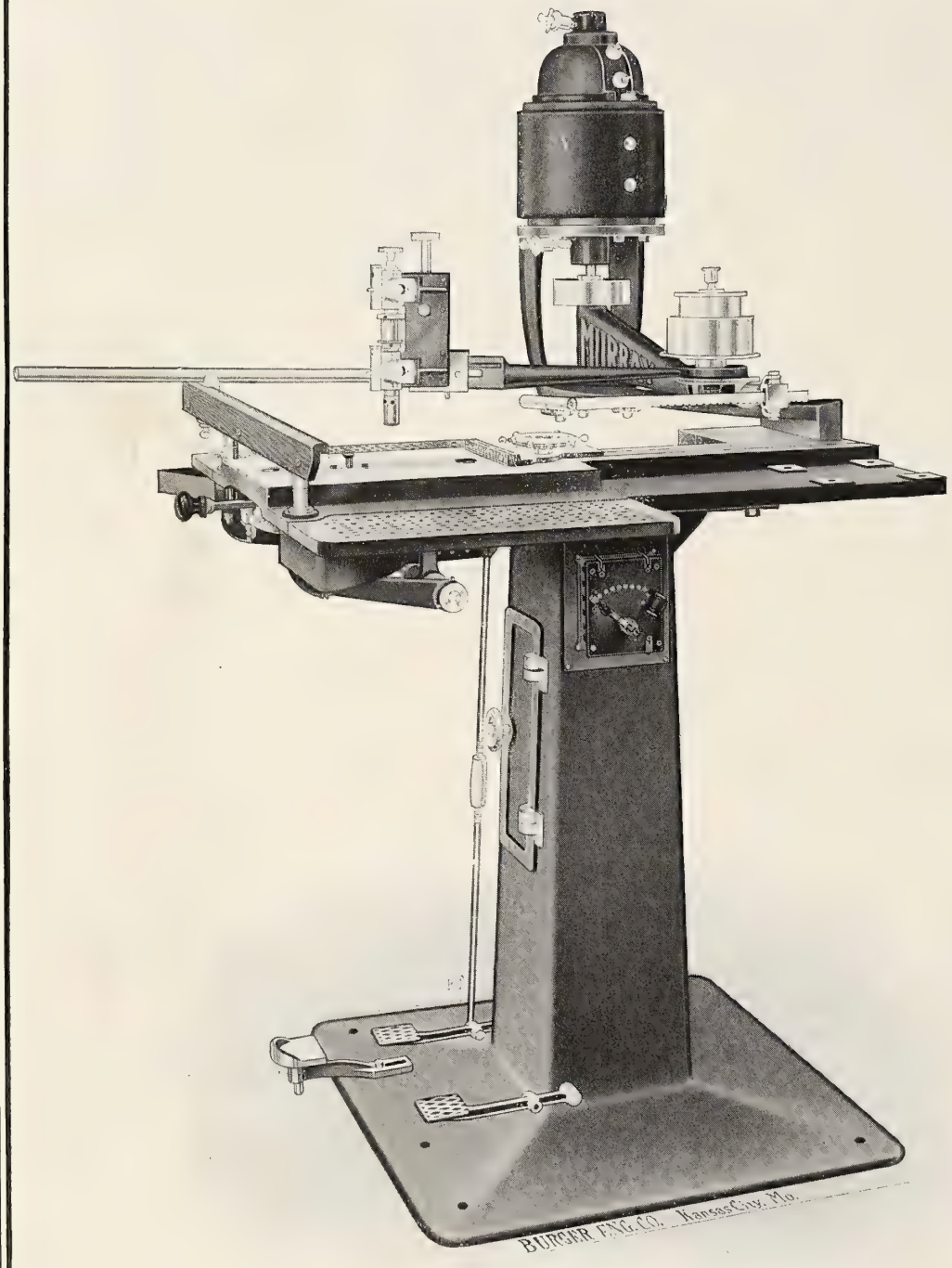
Business Equipment Journal

624-632 Sherman Street

Chicago

TAKE IT–TRY IT

30 DAYS
BEFORE YOU BUY IT



$225
COMPLETE
WITH COUNTER-SHAFT

GUARANTEED
ABSOLUTELY
For 2 Years

Routes Anything — Soft Metal to Hard Brass

Freight paid both ways if unsatisfactory

$290
WITH MOTOR

We're from Missouri and will show you

For all kinds Electrotype, Stereotype, Etching Machinery

Write to

MURRAY MACHINERY CO., KANSAS CITY, MO.

A. F. WANNER, Chicago, Ill.
N. Y. MACHINERY CO., 101 Beekman St., New York } *Agents*

An Important Message for Users and Printers of Business Stationery

MANY executives, realizing the necessity of dignified, artistic letter-heads, insist upon the use of the highest grades of bond paper. The cost of such papers is often almost prohibitive—it is always a needless extravagance. As a result it is usually necessary to hold down printing costs to a minimum.

The finest bond paper can not be made into effective letter-heads unless a fair proportion of the total cost of the stationery is allowed for printing. In fact, careful printing is just as important as the quality of paper used. Therefore, the problem of the far-sighted business man is to select a bond paper that will answer his every requirement—yet one which is reasonable enough in price to permit his paying an adequate sum for printing, without making the whole cost of his letter-heads too high.

But by specifying Old Veda Bond you can secure a paper bond that is suitable for the most particular purposes of business correspondence. In appearance it is equal to the most expensive bond papers. Yet its price is so reasonable that it results in a marked saving in the total cost of your order. Now, by paying your Printer what you save on paper cost, you enable him to give you more careful work without increasing the amount you ordinarily pay for letter-heads. This extra attention to the printing, and the value in Old Veda Bond, means far better letter-heads at the price you pay for ordinary ones.

OLD VEDA BOND

is scientifically made by expert papermakers on thoroughly modern machines. It presents a surface that makes the type of a typewriter stand out with a clean, clear-cut distinctness, while it permits of the most effective printing and its wearing qualities are unsurpassed. It is made in four beautiful, exclusive shades, Regular and Linen Finish, and permits you to add to the attractiveness of your letter-heads by adopting a house color for all business stationery. Old Veda Bond in colors makes possible a two or even three color effect without the expense of three-color printing.

Let us send samples for you to examine and discuss

No claim is made for Old Veda Bond that actual samples, actual use, will not fully substantiate. We would like to place samples in the hands of every fair-minded Business Man and Printer—and let the samples prove their own merit upon comparison with any other bond paper. We invite a discussion of the possibilities of Old Veda Bond between every Business Man and his own Printer. It means money to both of you to write us now.

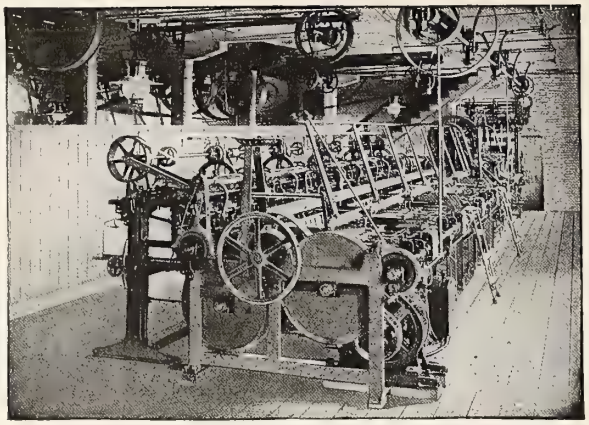
Millers Falls Paper Company

Millers Falls, Mass.

TO PRINTERS: Your word naturally has greater weight with your customers than that of a firm not known personally to them. You know even better than we do the truth of the situation outlined in our talk to Business Men.

Therefore, because we know that Old Veda Bond will enable you to produce more creditable work and satisfy your customers better without increasing your prices, we are urging Business Executives to discuss this subject with you frankly.

Do not recommend Old Veda Bond until you know you are justified in doing so. Simply let us send you samples, full information, and details of our Unique Plan to Increase Printers' Profits.



Westinghouse Motor Driving Folder

Westinghouse Individual Motor Drive will increase the output of your plant without increasing running expenses.

Put one of these motors on each machine, making each independent of all others, arrange all the machines for minimum handling of material, keep each running at just the proper speed (easily done with these motors), and then watch the production increase.

The motors will stay on the job continuously, day and night if necessary, and your power bills will be surprisingly low. No extra power charges for overtime work—the power required is always in exact proportion to the work done; you don't have to drive some hundred feet of line shafting to run one machine.

Our men are thoroughly familiar with every detail of motor drive. Their advice is free. Write for it to-day.

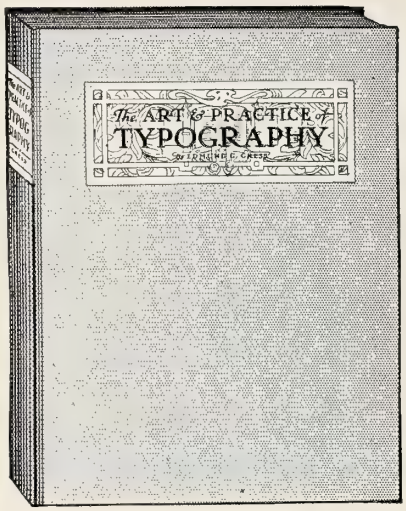
Westinghouse Electric & Mfg. Co.

Sales Offices in 45 American Cities

East Pittsburgh, Pennsylvania

The Art and Practice of Typography

By EDMUND G. GRESS



This book contains almost 100,000 words of instructive matter, besides fifty large color inserts and seven hundred reproductions of high-class commercial printing.

Size 9½ x 12½. Cloth, price postpaid, $5.

The Inland Printer Company

632 South Sherman Street, Chicago, Ill.

The Typography of Advertisements

By F. J. Trezise

¶ C. S. Peterson, the well-known Chicago printer and author of the chapter on "Use and Abuse of Type" in the Cyclopedia of Advertising, says:

> "It is the best and most complete summary of its kind I have ever seen. I consider it invaluable to any job-printer who is or wishes to be competent in his trade."

¶ H. N. Kellogg, one of the principal officers of the American Newspaper Publishers' Association, writes:

> "The specimens of advertisements which he gives demonstrate so clearly the correctness of his conclusions that the book can not fail to be beneficial to all who are interested in advertising."

136 pages; 65 illustrations; handsome board cover; printed in two colors.

Price, $2.00

Every ad. man—writer or compositor—should have it.

THE INLAND PRINTER COMPANY

632 South Sherman Street Chicago, Ill.

Throw Out

Your Electrotype or Stereotype Plant

Install an *Aluminotype plant* and make perfect plates for ½ your present cost. If you have no plant, you can now make your own book plates and save time, money, inconvenience.

ALUMINOTYPES

are *sharper*, *harder* and *better* than Electrotypes. Aluminotypes lay ink like nickeltypes and will not rust nor corrode. Aluminotypes are a perfect reproduction of your type and require no make-ready as they are made absolutely level and need no finishing.

Sample Book Plates will be sent to reliable houses on request.

We own the United States letters patent and will install plants in rotation that orders are received

THE RAPID ELECTROTYPE CO.

Cincinnati



"YOU CAN KEEP IN THE LEAD"

GET OUT YOUR BUSINESS STATIONERY NOW AND WRITE:

"HERRICK,— Here's a quarter for the 4 HERRICK CUT BOOKS showing 400 good one and two color cuts for my blotters, folders, mailing cards, etc. If I don't like the books you're to send back my quarter."

ISN'T THAT FAIR?

Then send on your 25c.; you can take it off the first $3.50 order. The books will give you a lot of valuable advertising ideas.

THE HERRICK PRESS, 626 So. Michigan Ave., Chicago

WE MAKE DRAWINGS OF ALL KINDS. WRITE US.

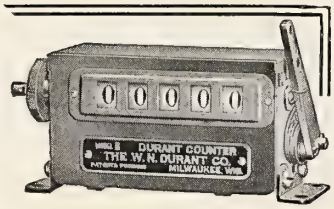
ALL PRINTERS and Stationers wishing to learn to make hand-made Envelopes, send a dollar bill and eight two-cent postage stamps to ALFRED L. SEWELL, Niles, Mich. (Manager of Envelope Factory thirty years.) Convenience and Profit.

LIE? NO, SIR!!

DURANT COUNTERS

tell the truth. Reliable, sensitive, accurate, positive; furnish record unchallengable. Our job press attachments are equally dependable.

THE W. N. DURANT CO.
528 Market St. Milwaukee



Our Variable Liner sets to 30 Picas and adjusts up to 14 Pt. Ask for particulars.

MOLD CONVERTING LINER For producing parallel slugs without trimming, with ordinary end liners. Price..... **$3**

VARIABLE LINER PLACER
This instrument places Variable Liner accurately from right end of mold instead of left end as with fixed liners. Sets liner accurately to ems or half ems.

Place Liner here, insert in mold and push in.

"THE LINOTYPE WAY IS THE ONLY WAY"
WE MAKE THE LINOTYPE WAY SMOOTHER

Send address for list of other Linotype improvements, ready soon. We are in the market for a list of Linotype users.

Hooks over end of mold against spring pressure

30 28 26 24 16 14 12 10 8 6 4

Price (sent prepaid).....$3

THE LINOTYPE IMPROVEMENT CO.
Pasadena, Cal. Box 1004

A Modern Monthly— All About PAPER

The PAPER DEALER

THE PAPER DEALER gives the wanted information on the general and technical subject of

Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. Has subscribers throughout 35 States. Also Canada and foreign countries.

THIS SPECIAL OFFER

Includes 1912 and 1913 at the very special rate of $1.50 instead of $2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

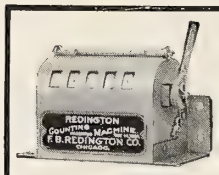
The PAPER DEALER

164 WEST WASHINGTON STREET, CHICAGO

BUSINESS OPPORTUNITY

FOR SALE — License to manufacture in America our Shading Films for Lithographers, Color-plate Engravers, etc. About $10,000 required. A large and profitable business assured. Full particulars on application to

Leipziger Tangier-Manier, Alexander Grube, Leipzig, Talstrasse 4, Germany



There is Satisfaction in Knowing
the exact output of your presses, folding machines, or any automatic machine where a correct count is required.

REDINGTON COUNTERS
Are Always Reliable
Will save you money by your knowing the capacity of your equipment.

ADDRESS DEALER OR **F. B. REDINGTON COMPANY** — **Price, $5.00** — **CHICAGO, U. S. A.**

Standard of the Government Printing Office

KEYBOARD PAPER
for the MONOTYPE MACHINE

COLONIAL COMPANY, Mechanic Falls, Me.
New York Office: 320 Fifth Avenue

TELEPHONE CALUMET 1060

Western Paper Stock Co.

BUYERS OF
ALL KINDS OF WASTE PAPER
1452-1458 INDIANA AVENUE
CHICAGO, ILL.



RUBBER STAMPS
AND SUPPLIES FOR THE TRADE

YOUR customers will appreciate our prompt service.

Send for "Illustrated Catalogue and Trade Discounts"

The Barton Mfg. Co., 335 Broadway, N. Y.

CARBON BLACK

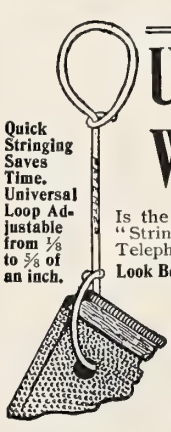
MADE BY
GODFREY L. CABOT, Boston, Mass.
940-941 Old South Building

ELF ECLIPSE (PN) ELF B. B. B. DIAMOND ACME

"Roughing" for the Trade

We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color halftone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

THE HENRY O. SHEPARD COMPANY
632 Sherman Street — **CHICAGO**



Quick Stringing Saves Time. Universal Loop Adjustable from ⅛ to ⅝ of an inch.

The Universal Wire Loop



Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.

Look Better and Won't Break or Wear Out!

Let us send sample and quote you prices.

WIRE LOOP MFG. CO.
(Successors to Universal Wire Loop Co.)
75 Shelby Street
DETROIT - - - - MICHIGAN

PATENTED

This cut illustrates one of the various sizes of hangers for books ¾ to 2 inches in thickness.

TABLE OF CONTENTS—MARCH, 1912.

PAGE

Accounting, Incompetent 845
Advertising, A Study Course in — Lesson II. 853
Advertising for Printers, Modern..... 883
Advertising Rates, Opposes Reduction of.... 913
American Cost Commission, The..... 850

APPRENTICE PRINTERS' TECHNICAL CLUB:
Correction, A 872
Prize-winning Ad. 872
Type-faces (illustrated) 870

Artificial Illumination of Print-shops — Part II (illustrated) 857
Backbone of Printerdom Developing..... 880
"B. L. T." Pickups..... 862

BOOKBINDING:
Box and Case Making (concluded)..... 904

Business Courtesy, Plain..... 883

BUSINESS NOTICES:
Advertising Ruler, A Handy..... 916
Clearwater Book 916
Stock, Economy in Handling (illustrated). 915
Ullman Booklet, A New..... 915

Composing-rooms, Ventilation of..... 863
Congressional Record, Making the (illustrated) 837

CONTRIBUTED ARTICLES:
Accounting, Incompetent 845
Advertising, A Study Course in — Lesson II 853
Artificial Illumination of Print-shops — Part II (illustrated)..... 857
Congressional Record, Making the (illustrated) 837
Efficiency — How to Obtain It..... 860
Grammar and Proofreading — No. IX..... 898
Really Real Editor, A..... 833
Slug 6 vs. the Boss..... 878
Soliloquies of the Devil (poem)..... 836
Three Local Weeklies that Got Out of the Rut 841
"Tramp Abroad," The..... 846
Ventilation of Composing-rooms..... 863
Wahneta, The; also the Insurgent..... 851

Cooperation the Printer's Hope..... 851

COST AND METHOD:
Advertising for Printers, Modern..... 883
Cost System's Defect, The..... 881
Cutting "the" Price..... 883
It 'Seems Unbelievable..... 881
Plain Business Courtesy..... 883
What the Printer Sells..... 882

Cost System's Defect, The..... 881
Couldn't Prove It by Casey..... 852
Cutting "the" Price..... 883
Direct Dealing 890
Editor, A Really Real..... 833

EDITORIAL:
American Cost Commission, The..... 850
Cooperation the Printer's Hope..... 851
Notes 849
Printing Plants in Public Schools..... 850

Efficiency — How to Obtain It..... 860
Electricity, The Growth of..... 856
Fire Prevention Increases Efficiency..... 891
Forearmed 878
Foreign Graphic Circles, Incidents in..... 879
Grammar and Proofreading — No. IX..... 898
Illumination of Print-shops, Artificial — Part II (illustrated) 857

ILLUSTRATIONS:
Come, Join the Magic Circle!..... 912
Detected! 902
Even the Plumber Has His Troubles..... 882½
February 891
Good Distribution 884
Gosling Guardian, A..... 899
Here's Looking At You!..... 903

Incidents in Foreign Graphic Circles..... 879
Incompetent Accounting 845
Indian Inscriptions, Reproducing with Matrix Paper 864
Iron Rust, To Remove, from Fabrics..... 873

JOB COMPOSITION:
Gustafson, David B..... 865

MACHINE COMPOSITION: PAGE
Composing Machinery, Recent Patents on.. 896
"Hair-lines," One Cause of..... 896
Linotype Metal 895
Magazine Entrance, To Replace a Broken Partition in 896
Matrices Become Foul..... 895
Slugs Do Not Show a Good Face..... 895
Square-base-model Linotype, Repairing a.. 896
When Is a Line Too Tight?..... 895

MEETINGS:
Boston Printing-house Craftsmen Organize. 907
Chicago Franklinites Want More Members. 908
Eastern Canada Cost Congress..... 907
Franklin Club, of Wisconsin..... 907
Indiana Printers to Have Cost Congress... 907
Kansas City Typothetæ Banquets..... 907
Lake Superior Press Association..... 908
Newton, Massachusetts, Awakened at..... 907
New York Master Printers' Association.... 907
New York Printing-house Craftsmen..... 908

Middleton, Clinton A., Veteran Printer and Editor 869

NEWSPAPER WORK:
Ad. Display, Good..... 887
Ad.-setting Contest No. 33..... 885
Advertising Rate-card 886
News of the County, Publishing the..... 888
Newspaper Criticisms 888
Newspaper Office, One-story..... 888
Prospective Subscribers, Sent His Photograph to 888
Publisher with the Right Idea, A (illustrated) 885

OBITUARY:
Ripley, Thomas W..... 911
Rowley, Albert F..... 911
"One-time" Ad., The..... 851

Operative 864
"Patent-inside" Concerns, Investigating.... 913
Power-press Question at Washington..... 913

PRESSROOM:
Bond Paper, Printing on..... 894
Cuts Built Too High..... 893
Gloss Varnish Causing Stock to Adhere to Slip-sheets 893
Gold Bronze, To Prevent Waste of..... 892
Gold Ink Drying and Accumulating on Plates 893
News-ink, Economical Use of..... 892
Overlay from Resinous Powder, An..... 894
Relief-printing Patents 894
Rollers Bearing Too Heavy on Forms..... 894
Tapes Soiling the Sheets..... 892
Three-color Design from a Single Plate... 892
Tissue Wrapper on Automatic Press..... 892

PRINTERS' HOMES:
Hofmeister, Albert E..... 893
Maloney, John W..... 892
Spencer, F. A..... 906

Printers' Union Joins Commerce Club..... 914
Printing Plants in Public Schools..... 850
Print-shops, Artificial Illumination of — Part II (illustrated) 857
Private Marking for Linotype Slugs..... 914

PROCESS ENGRAVING:
Artificial Daylight for Processworkers..... 901
Asphalt Varnish for Etching-tubs..... 902
Chromic Acid in Enamel..... 902
Copper and Silver Intensification..... 903
Engraver's Art, Lecture on the..... 903
Europeans Have Troubles Like Our Own.. 901
Printing from Negatives without a Printing-frame 902
Sanford's Manual of Color..... 903
Three-color Workers, An Inkmaker Hits Back at 901

Proofreader's Responsibility 897

PRODUCTIVE EFFICIENCY:
Coming Change, The..... 889
Direct Dealing 890
Fire Prevention Increases Efficiency..... 891
In One End and Out the Other..... 890
Oil, Too Much..... 891
"Rush" 890
Wrong View of the Matter, The..... 889

PROOFROOM: PAGE
Proofreader's Responsibility 897
Punctuation on Envelope..... 897
Signs and Symbols Used in Printing..... 897
Word-division, A 897

Public Schools, Printing Plants in..... 850

QUESTION BOX:
Advertising Display 911
Advertising Record Book for Foremen.... 910
Aluminum Business-cards 909
Celluloid Sheet 909
Color Combinations, Book on..... 911
Cost System for Small Office..... 909
Dross-melting Furnaces 910
Estimating — How to Learn It..... 909
Half-tone Process, The..... 909
Hektograph Composition, Formula for.... 910
"How Do You Handle Your Stock?".... 910
Inscription Greek 909
Linotypes, Rebuilt 909
Lodge Seals and Dies..... 910
Metal Tubes, Collapsible..... 910
Miller Looping and Tying Machine..... 910
"Nonpareil" Press 909
Photoengravers, List of..... 910
Playing-cards 910
"Printer's Album" 909
"Printing Circular" 910
Seymour-Brewer Web Press, Parts for..... 909
Stock-plates for Bank-checks, Deposit-slips, etc. 909
Tipping Waste Papers and Inserts..... 911
Typograph Machine 910
Wrappers, Press for Printing..... 909

Railroads to Establish Printeries, Wants.... 913
Really Real Editor, A..... 833
"Rush" 890
Schmidt, L. A..... 864
Signs and Symbols Used in Printing..... 897
Slug 6 vs. the Boss..... 878
Soliloquies of the Devil (poem)..... 836

SPECIMEN REVIEW 873

Steel and Copper Plate Engraving Press.... 884
Study Course in Advertising, A — Lesson II. 853
THE MAN AND THE FIELD..... 889
Three Local Weeklies that Got Out of the Rut 841

TRADE NOTES:
Advertising Rates, Opposes Reduction of.. 913
Amsterdam Printing Exhibit, The (illustrated) 914
Canadian Printing Bureau, Another Probe at the 912
City Held Liable for Fire..... 913
Duroc Company Suffers Big Fire Loss..... 913
Fort Wayne, Enterprise at..... 912
He Earns His Salary..... 914
Ink-house Moves to Larger Quarters..... 902
Linotype Slugs, Private Marking for..... 914
Maxwell, F. D., Joins Leeds & Biddle Company 902
McMillan Printing Company, Buys Interest in 912
"Patent-inside" Concerns, Investigating.. 913
Power-press Question at Washington, The. 913
Printers' Union Joins Commerce Club (illustrated) 914
Proofreader an Alleged Forger..... 912
Rafter Joins Staff of Efficiency Experts... 914
Railroads to Establish Printeries, Wants.. 913
Speed on Presses Ordered Reduced..... 912
Typographical Union, Denies Injunction Against 912
Wisconsin University Adds Printing Course 914
Wood, James A., Now with the Miehle Company 913
Wray, George E., Resigns..... 914

"Tramp Abroad," The..... 846
Typographical, Entirely 903
Ventilating System, Evolves Successful..... 864
Ventilation of Composing-rooms..... 863
Wahneta, The; also the Insurgent..... 851
What Hustling Means to "Print"..... 864
What the Printer Sells..... 882
Wisconsin University Adds Printing Course.. 914
Wood, James A., Now with the Miehle Company 913
Wray, George E., Resigns..... 914

Rewards of Efforts to Improve

¶ Ask the average job compositor to take his trade seriously and "study up." He'll retort "What's the use?" and say there is little money in the business, anyway.

¶ There is some merit in the assertion. But it is the wrong point of view on which to base a rule of action. The commercial printing business is passing the threshold of a new era. Bettered conditions during the past ten years prove that and indicate what is coming.

¶ Now — to-day — there are men who are being rewarded for their studiousness. For instance:

¶ A foreman writes that two of his apprentices took the I. T. U. Course of Instruction in Printing, and their work was so satisfactory he gave them the journeymen's scale.

¶ Another foreman in a city of 200,000 inhabitants has a graduate whom he wants to place in a printing center where he will have better opportunities to utilize his developed ability than in the smaller town.

¶ A Canadian graduate is now getting $27 a week in a town where the scale is $15.

¶ A sixty-year-old Philadelphian who was thinking of leaving the business when the Course came along is "holding down" the most congenial and most lucrative position he ever had.

¶ We mention these few of many similar incidents to show that the progressive jobman is not always the stepchild of adverse fate, and that the Course is fulfilling its mission in every respect.

¶ If the Course has helped those people — and it has — it can help you, Mr. Compositor.

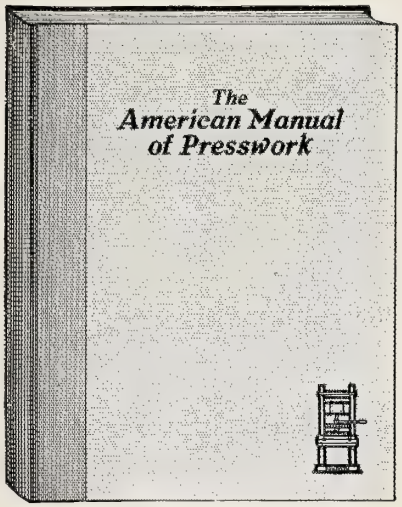
For information, drop a postal to

The I. T. U. Commission

632 South Sherman Street, Chicago, Ill.

The price — $23 for cash, or $25 if taken on the installment plan of $2 down and $1 a week till paid. The International Typographical Union not only defrays all promotional expenses, but gives a rebate or prize of $5 to each graduate.

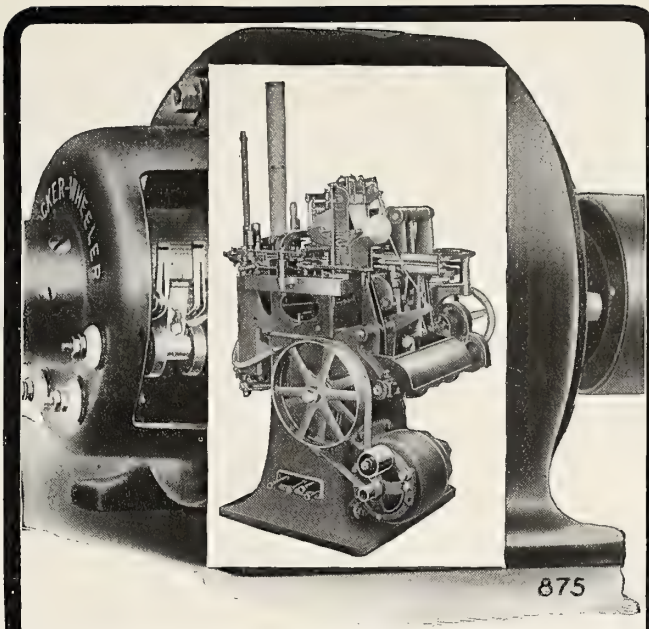
The American Manual of Presswork



This is an exhaustive exposition of what intelligent pressmen are seeking. The volume contains an historical sketch that tells about the development of the printing-press from the days of Gutenberg down to the present era.

Size 8½ x 12½. Cloth, price postpaid, $4.

The Inland Printer Company
632 South Sherman Street, Chicago, Ill.



YOU must study a motor in its relation to the machinery it is to drive.
You can't do this from its outside appearance.
The most careful analysis of its design is necessary. To enable you to make this analysis with

FORM L

Direct Current Motors

Bulletin 142E has been issued.
It contains information on small motor designs that you ought to have.
Write our nearest office for a copy.

CROCKER-WHEELER COMPANY
AMPERE, N. J.

COLOR AND ITS APPLICATION TO PRINTING

By E. C. ANDREWS

WHAT EXPERT LEADERS THINK OF IT

Every Printer Has Use for It

It is one that every printer has use for and ought to have in his shop — not his bookcase.—*J. Albert Heppes, Editorial Staff of Printing Art.*

Ably Handles a Difficult Problem

It is not only a very interesting but a very able handling of a difficult proposition.—*F. S. Wiley, Rand, McNally & Company, Chicago, Ill.*

Long-Felt Want of Progressives

This book is of the kind that fills a long-felt want of every one who is trying to advance the quality and attractiveness of printing.—*T. W. Cloney, Quaker Oats Company, Chicago.*

Great Inherent Potentiality

If only one of the twelve subjects embodied in your work will be the means of overcoming some of the difficulties in the art of printing, you will have accomplished as much as any man identified with the chemical end of the art.—*Toby Rubovits, Chicago, Ill.*

Comprehensive and Complete

There are few presentations of a subject of the breadth and intricacy of detail characteristic of the printing business that are so comprehensive and complete as this volume.—*John Lee Mahin, President, Mahin Advertising Company.*

Brings Order Out of Chaos

It seems to me admirably calculated to awaken new interest in and appreciation of color, and to present a practical way out of the old chaos of unrelated colors into an ordered series which can be used intelligently.— *Walter Sargent, Professor of Fine and Educational Arts, University of Chicago.*

Wants to See More Books Like It

This is the type of production I am anxious to see increasingly published. Printers have so far gotten along without any technical publications, and for the most part without much technical knowledge. Such books as this will prove to be will measurably supply the deficiency.—*J. Horace McFarland, Harrisburg, Pa.*

Handsomely bound, cloth back, stiff boards, half paper sides. 6¼ x 9¼ format. Heavy plate paper. 123 pages, with blank sheets for notes. 47 illustrations. 3 color inserts.

Price $2.00

The Inland Printer Company, *Publishers,* Chicago

POTTER PRINTING PRESS CO.

WITH over half a century of successful building of *high-grade printing machinery* as a foundation and guarantee of success, we brought out

The Potter Rotary Offset Press

It was a success from the start.
Our new sizes, 34 x 46, 38 x 52 and 38 x 58, have too many good features to describe in an ad. Ask us about them. Remember always—

If It's a Potter—
It's the Best

POTTER PRINTING PRESS CO. PLAINFIELD, N. J.

Sales Agents, D. H. CHAMPLIN, 160 Adams St., Chicago, Ill. Brintnall & Bickford, 568 Howard St., San Francisco, Cal.

INDEX TO ADVERTISEMENTS.

	PAGE
Acme Staple Co.	818
American Electrotype Co.	818
American Gripper Co.	923
American Numbering Machine Co.	943
American Pressman	942
American Printer	941
American Rotary Valve Co.	934
American Steel & Copper Plate Co.	944
American Type Founders Co.	935
Anderson, C. F., & Co.	940
Ault & Wiborg Co.	808
Auto Falcon & Waite Die Press Co.	947
Automatic Press Feeder Co.	926
Autopress Co.	813
Babcock Printing Press Mfg. Co.	807
Barnhart Bros. & Spindler	807
Barton Mfg. Co.	956
Beck, Charles, Co.	823
Bingham's, Sam'l, Son Mfg. Co.	830
Blatchford, E. W., Co.	944
Blomfeldt & Rapp Co.	938
Boston Printing Press & Machinery Co.	947
Boston Typothetæ	814
Bresnan, Deboise, Co.	824
Brislane-Hoyne Co.	934
Brown Folding Machine Co.	826
Burton's, A. G., Son.	924
Butler, J. W., Paper Co.	801
Cabot, Godfrey L.	956
Carborundum Co.	822
Carver, C. R., Co.	827
Challenge Machinery Co.	829
Chambers Bros. Co.	931
Chandler & Price Co.	951
Cleveland Folding Machine Co.	929
Cline Electric Mfg. Co.	933
Coes, Loring, & Co.	831
Colonial Co.	956
Cowan Truck Co.	932
Cottrell, C. B., & Sons Co.	832
Crane, Z. & W. M.	950
Crocker-McElwain Co.	949
Crocker-Wheeler Co.	859
Denny, Hilborn & Rosenbach	934
Deutscher Buch- und Steindrucker	942
Dexter Folder Co.	820-821
Dewey, F. E. & B. A.	938
Dick, Rev. Robert, Estate	935
Dinse, Page & Co.	822
Dobler & Mudge	938
Durant, W. N., Co.	956

	PAGE
Eagle Printing Ink Co.	931
Economy Engineering Co.	944
Freie Kunste	947
Freund, Wm., & Sons.	819
Globe Engraving & Electrotype Co.	943
Gould & Eberhardt	818
Graphic Arts	936
Hamilton Mfg. Co.	816
Hampshire Paper Co.	825
Hellmuth, Charles	822
Herrick Press	956
Hickok, W. O., Mfg. Co.	938
Hoole Machine & Engraving Works.	819
Ideal Coated Paper Co.	824
Inland Stationer	951
International Correspondence Schools.	939
I. T. U. Commission.	958
Jaenecke Printing Ink Co.	927
Johnson Automatic Roller Rack Co.	827
Jones, Samuel, & Co.	933
Juengst, Geo., & Sons.	930
Kast & Ehinger	822
Keystone Type Foundry.	Insert
Kidder Press Co.	823
Kimble Electric Co.	946
King Paper Co.	819
Knowlton Bros.	802-803
Langston, Samuel M.	933
Lanston Montype Machine Co.	811
Leipziger Tangier-Manier	956
Linotype Improvement Co.	956
Mayer, Robert, & Co.	819
Mechanical Appliance Co.	926
Megill, E. L.	917
Meisel Press & Mfg. Co.	934
Mergenthaler Linotype Co.	Cover
Miehle Printing Press & Mfg. Co.	Cover
Miller Incline Truck Co.	942
Miller Saw-Trimmer Co.	935
Millers Falls Paper Co.	953
Mittag & Volger	944
Morrison, J. L., Co.	946
Murray Machinery Co.	952
National Lithographer	942
National Machine Co.	930
National Steel & Copper Plate Co.	944
Neenah Paper Co.	945
Oswego Machine Works.	804
Paper Dealer	956
Parker, Thomas & Tucker Paper Co.	940
Parsons Trading Co.	829

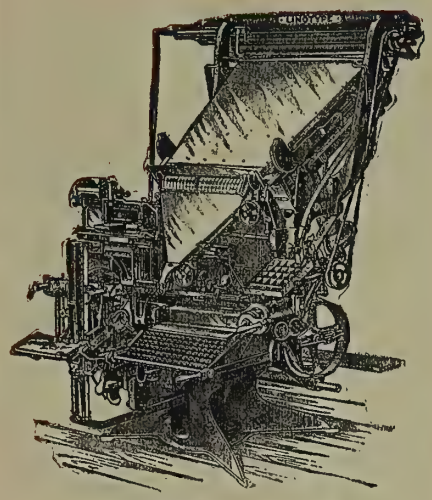
	PAGE
Peerless Electric Co.	951
Perkins, B. F., & Son.	932
Potter Printing Press Co.	960
Process Engravers Monthly.	926
Queen City Printing Ink Co.	809
Rapid Electrotype Co.	955
Redington, F. B., Co.	956
Regina Co.	817
Rising, B. D., Paper Co.	942
Robbins & Myers Co.	824
Roberts, H. L., & Co.	929
Roberts Numbering Machine Co.	939
Rouse, H. B., & Co.	941
Sabin Robbins Paper Co.	824
Scott, Walter, & Co.	815
Sewell, Alfred L.	956
Seybold Machine Co.	810
Shniedewend, Paul, & Co.	933
Shepard, Henry O., Co.	Insert 812-956
Sheridan, T. W. & C. B., Co.	806
Sleight Metallic Ink Co.	941
Southworth Co.	828
Sprague Electric Works.	805
Star Tool Mfg. Co.	829
Strathmore Paper Co.	937
Sullivan Machinery Co.	944
Swink Printing Press Co.	828
Tarcolin	944
Tatum, Sam'l C., Co.	922
Toledo Web Press Co.	923
Triumph Electric Co.	939
Ullman, Sigmund, Co.	Cover
Union Card & Paper Co.	922
United Printing Machinery Co.	808
Universal Type-Making Machine Co.	946
Van Allens & Boughton.	816
Victoria Platen Press Mfg. Co.	924
Wanner, A. F., & Co.	923-940
Want Advertisements	917
Warren, S. D., & Co.	921
Watzelhan & Speyer	931
Western Paper Stock Co.	956
Western States Envelope Co.	926
Westinghouse Electric & Mfg. Co.	954
West Virginia Pulp & Paper Co.	832
White, James, Paper Co.	935
Whitlock Printing Press & Mfg. Co.	925
Wiggins, John B., Co.	932
Wing, Chauncey	824
Wire Loop Mfg. Co.	956
Zeese-Wilkinson Co.	948

The Multiple Machine Idea

Has Taken Root

During the months of December and January orders for

MULTIPLE MAGAZINE LINOTYPES



Quick-Change Model 8
Three-Magazine Linotype

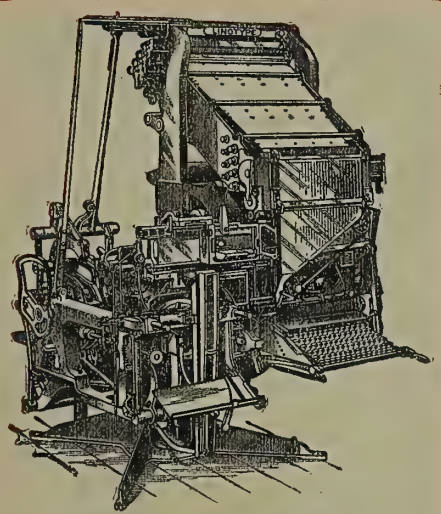
Quick-Change Model 8

Three Magazines

and

Quick-Change Model 9

Four Magazines



Quick-Change Model 9
Four-Magazine Linotype

Exceeded the orders for single-magazine Linotypes in the proportion of **two to one.**

The fact that we are shipping more than 100 Linotypes a month is pretty conclusive evidence that

THE LINOTYPE WAY IS THE ONLY WAY

The Thompson Typecaster,

for which we are selling agents, is the only typecasting machine on which logotypes can be cast from Linotype matrices. Individual type can be cast from either character of a two-letter Linotype matrix, and logotypes can be cast up to 52 points setwise.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 638-646 Sacramento St. NEW ORLEANS: 549 Baronne St.

TORONTO — Canadian Linotype, Ltd., 35 Lombard Street

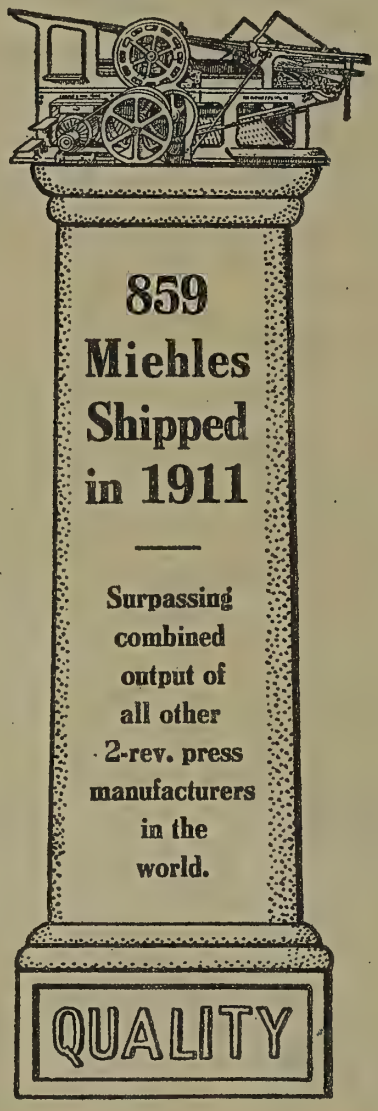
RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK } Mergenthaler Setzmaschinen-FabrikG.m.b.H., Berlin, Germany

BUENOS AIRES — Hoffmann & Stocker
RIO JANEIRO — Emile Lambert
PORTO ALEGRE (Brazil) — Edwards, Cooper & Co.
HAVANA — Francisco Arredondo
SANTIAGO (Chile) — Enrique Davis
BOGOTA (Colombia): Dr. Manuel M. Escobar

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. } Parsons Trading Co.

TOKIO — Teijiro Kurosawa

The Miehle Column of Strength



562
to old customers

297
to new converts

65%
repeat orders

35%
new business

Miehle Printing Press & Manufacturing Co.

SALES OFFICES IN THE UNITED STATES:

Chicago, 326 So. Dearborn St
New York, N. Y., 38 Park Row
Dallas, Texas, 411 Juanita Building
Boston, Massachusetts, 164 Federal Street
Portland, Oregon, 506 Manchester Building
San Francisco, California, 401 Williams Building
Atlanta, Georgia, Dodson Printers' Supply Company
Philadelphia, Pennsylvania, Commonwealth Trust Building

Factory and General Offices:
14TH AND ROBEY STREETS
CHICAGO

Eight and one-half acres of floor space devoted exclusively to the manufacture of two-revolution presses

FOREIGN DISTRIBUTORS:

Toronto Type Foundry Co. Ltd., Toronto, Canada
S. A. des Presses Typogr. Miehle, 7 Rue Lafitte, Paris, France
Miehle Druck Pressen G. m. B. H. 94 Markgrafenst., Berlin, Germany
Herm. Stoltz & Co., Avenida Central, Rio de Janeiro, Brasil
Williamson, Balfour & Co., Santiago and Valparaiso, Chile
Parsons Trading Co., Buenos Aires, Mexico City and Havana

Our Two-color Press has become a factor in modern pressroom economy



SMITHSONIAN LIBRARIES
3 9088 01961 4890